

1972

St. Petersburg and its people

Walter P. Fuller

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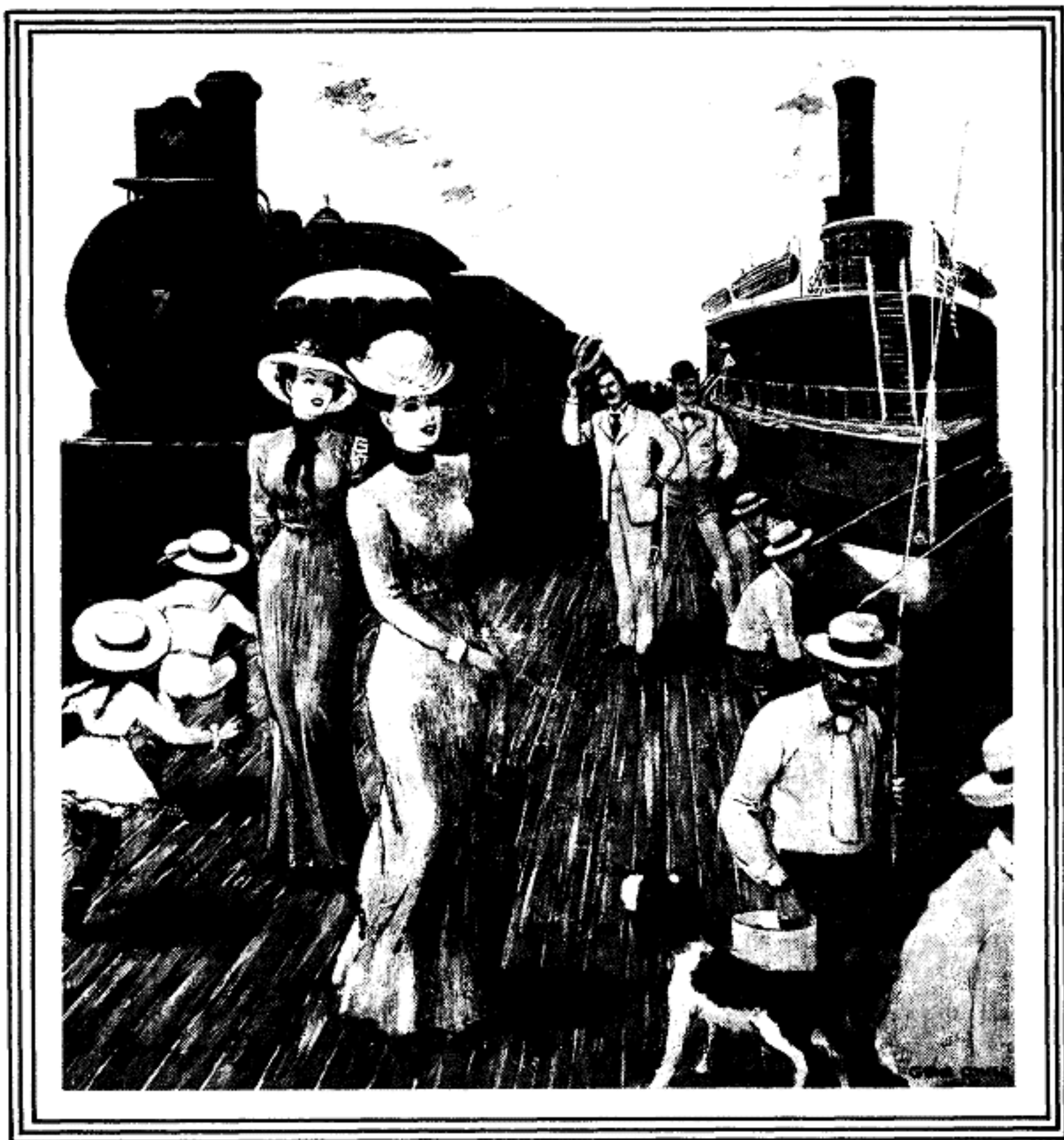
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St. Petersburg

AND ITS PEOPLE



Walter Fuller

St. Petersburg And Its People

By

Walter P. Fuller

What can you expect to find in this book?

The usual local history is a rather stodgy account by a mediocre or poor writer in which a particular period is emphasized and research is limited and inaccurate. It is usually financed by the sale of a large portion of its pages to portray and glowingly describe the Great, the near Great and the would be Great of past and present in the community.

On the contrary this book consists of three well defined, well documented parts. The first is a lively narrative starting with a handful of primitive Indians living briefly and scantily off seafood and wild plants and fruits and ending with a quarter million of well educated, well-to-do people born literally in every state of the union and most nations of the aryan people of the earth; dwelling together in peace, prosperity and contentment.

The second section deals separately with the varied segments of business, the professions and occupations; for example, public officials, schools, banks, the evolution of housing, and of downtown merchandising. The Arts, Culture and Religion are examined.

The book ends with a searching analysis of this amalgam of peoples and religions and philosophies and gently prods the reader to wonder as to the future of this city which has characteristics, a coloration, a stirring sense of direction shared by no other large group of people on earth. Will leisure and a super-abundance of wealth and things lead to materialistic sterility or to a culture, a zest for life never before attained by a large group of people?

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ST. PETERSBURG

AND ITS PEOPLE

ST. PETERSBURG AND ITS PEOPLE

By Walter P. Fuller

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FOREWORD

A Few Remarks On Local Histories In General And This One In Particular

Local histories, as a general thing, are at about the bottom of the totem pole in literary merit and reader interest. In the first place they are notoriously unprofitable and, therefore, are usually written by local patriots long on memory but short on money and experience. The usual device to supply money is to fill the back part of the book with page or part page biographies of the contemporary great, near great or would be great-for a stiff monetary consideration. This type of book is contemptuously referred to in the Trade as a "mug book," that is, relying on paid for picture-biographies of living citizens.

In the opinion of this writer, a successful history, be it of a neighborhood, a city, a region or a state, should scrupulously ever strive to answer three natural and logical questions in the mind of the reader:

- 1) What happened?
- 2) Why did it happen?
- 3) What resulted from the happening?

On the other side of the Reader-Writer fence the writer to have any chance of success should feel that the particular situation and place he writes about has significance, as different from any other situation and that the story must flow without too many interruptions and side trips.

At any rate that's how this writer views it. From the beginning of his task until the end he had this knowledge; that starting as a vague village accidentally in a superb location the tiny hamlet in almost exactly three fourths of a century flowered into a city of a quarter million people. This in itself was nothing startlingly remarkable in a nation that in a few years short of two centuries expanded from three million to over two hundred millions and from conventional poverty and pioneer conditions to the richest, most powerful nation of people with more luxuries, greater liberty and highest level of education than any other large group of people that had ever existed anywhere in the known history of the world.

But what is distinctly different and startling at least to the writer is that the city of St. Petersburg and its people is something new. It is distinctly different in several important and significant respects than any other city in America. The principal ones will be mentioned briefly.

A great majority of the people over twenty-one living in St. Petersburg were born in one of the other

forty-nine states, or they or their parents were born in some one of twenty European nations. Aside from the negro group there are no undigested groups of other ethnic people be they Latin, Asian or non-white people.

On average the citizens are financially comfortable, few being poverty stricken, still fewer rich. Its citizens own more listed stocks and bonds per capita than any other large community in the nation. Their supply of money in banks, per capita, rates near the top nationally. But it is mostly terminal money, not potentially restless risk capital.

Its religious complexion is completely unique. Every known, organized religion in the world is visible here with an organized house of worship. A nationally famous church and preacher developed here. Almost in sound and sight of each other are three great houses of worship; a Methodist church, a Jewish Synagogue, a Catholic religious complex. They and the more than 50 other faiths all dwell and worship in peace.

The percentage of people in the city over 65 years of age is the highest for any major community in the nation. And yet the percentage of young people has increased recently. Interest in culture has enhanced remarkably in the last decade. The average educational level of all the people ranks third in the state, a mere shade below the top two.

Two decades ago, St. Petersburg had a painfully unbalanced economy. Almost its sole excuse for existence was catering to tourism. This is still dominant, but growing balancing facets are modern sophisticated non-smokestack industries, a tremendous expansion of services for luxurious living, a growing army of relatively young residents, voluntary retirees, living here to enjoy the climate, the recreational and cultural facilities. This writer dubs this new business "residentialism."

What has fascinated the writer, therefore, from the day he started writing the book has been a seeking of an answer to the question: can a new type of people and community emerge here as the result of the dwelling together in peace of a people, relatively high in education and money; of varied religious beliefs and practices, of varied ethnic groups and with an elderly complexion in a community with a fairly well balanced economy?

ACKNOWLEDGMENTS

Thanks From The Heart To A Host of Generous People

Nelson Poynter, owner and editor of the St. Petersburg Daily Times, beyond question should be the first name mentioned in a statement of thanks by the writer. It was his idea that the book should be written and he not only invited the writer to do so, he provided generous financial assistance, allowed help and advice by high ranking members of the Times news staff and free foraging in the Times library by the writer. He disapproved the balance and tone of content of some of the chapters and particularly the semi-autobiographical tone of some of the contemporary chapters and disavowed any connection with the book but at the same time generously donated his contribution in money and staff.

Tom Harris began his almost half century career with the Times as printers devil shortly before this writer served his first of three stints with the Times. In his last years as managing editor Harris advised and guided the writer for almost three years during his third and last connection.

Stan Witwer, educational feature writer and special assignment reporter, for a year edited manuscript copy; using as tools varied instruments ranging from surgeons scalpels to chopping axes.

James Scofield, that incredibly efficient manager of the Times Library, who is as familiar with the tens of thousands of files and books in that storeroom of facts, as you are with the contents of your pocket or purse, and as rapid and accurate as a modern newspaper printing press, was never too busy to respond and assist.

Don Baldwin, Times President and Editor, his Secretary Mrs. Betty Stierling, Miss Dorothy McConnie, Poynter's Secretary and a score of others on the Times staff are gratefully remembered by the writer.

Mrs. Ann Stockwell, Clerk of the City Council of St. Petersburg, ranks with James Scofield in intimate knowledge of factual data on operations and data in her domain and in prompt and effective response.

Police Chief Smith, heads of the city building department, many another city employee deserve the thanks of the writer.

Tim Baughman's twinkling feet and sparkling mind have made tracks on most of the pages of this book. For a token wage this young man devoted two summers and hundreds of hours at odd times as "leg man," think tank and writer. Until then unknown to the writer, he walked in one day and volunteered to help produce the book, being willing to work for free, if necessary. To him 12 hours was a short day. He now teaches and pursues a PH.D. at Ohio University. His field is contemporary European history.

Hundreds have literally been asked for help and advice. Only one showed a reluctance to comply.

Dr. Lyman O. Warren, a practicing M.D. and a recognized Archeologist; Dr. James W. Covington, History teacher at Tampa University, Dr. Charlton W. Tebeau, Dean of History at Miami University, all furnished help and encouragement.

Mrs. Margaret Barns, Dean of Secretaries in St. Petersburg, as the writer's Secretary, typed, re-typed, re-re-typed thousands of pages of manuscript over a three year period and that included many a weekend without any compensation.



The writer's family patiently indulged weird hours, frayed temper; delayed meals; at request loaned sympathetic ears to a reading of favorite passages, ate in the kitchen when the dining room table held a jungle of books, manuscript, notes, pictures and writing tools.

Had the writer known at the beginning what a major portion of four years the task actually absorbed he would not have had the courage to start. Had he not had the willing help of hundreds of people he would not have completed the task. The doubtless numerous errors are the responsibility of the writer.

Chapter I

ITS CAST OF CHARACTERS

St. Petersburg is one of the great cities of Florida and even noteworthy on a continental scale. The pleasant and fascinating task of this writing is to relate its beginning and growth, portray the city of today and make, perhaps, observations and predictions of its future potential.

St. Petersburg and Miami are the youngest of the first rank cities of the state. Miami is the larger but indications are that within a decade St. Petersburg will be second. The growth of St. Petersburg has been very rapid; its evolution through several phases of coloration, spectacular.

An important duty, therefore, is to answer a number of natural questions which occur to an interested reader: Why such rapid growth, who were the people who first came, why did they come and why to the particular spot they did come, when they had almost unlimited choice in a large wilderness state? What about the bronze people who were here before the pale faces? What were their reasons for being here? What had nature done to the land at this particular place to make it preferable to other places?

Some answers are attempted to these questions, expressed in terms of persons of many nations. They are the ones who played leading roles in the development of Pinellas Peninsula, each leaving an important contribution. Their names will appear again and again in this narrative and it seems important that the reader should be introduced to them now. They are listed according to the author's estimate of their significance rather than in terms of dates. After that, in a more or less orderly fashion, answers will be attempted to the questions raised.

GEORGE GAULD, an Englishman, one of the first men to recognize Pinellas as a spot where a great city might rise some day. He was a chartmaker aboard the English warship *Alarm*. In August, 1765, the *Alarm* was anchored off what is now Egmont Key. He was working on a chart called, "A Survey of the Bay of Espirito Santo, East Florida."

An island at the mouth of this bay he labeled

"Egmont Island." The west prong, at the north end of "Espirito Santo" where it is split by a peninsula, he called "Bay of Tampa according to the Spaniards" (Old Tampa Bay.) The east prong he called "Hillsborough Bay."

He showed a peninsula jutting out between the bay and the "Gulph of Mexico" and also two bayous on the east side of this peninsula, which he did not name.

He had finished his chart. It was a hot day. He was sitting aboard an English warship named the "*Alarm*" at anchor near the shore of an island northeast of "Egmont Island" (Fort Dade.) Probably on a sudden impulse, he lettered the following words along the shore between those two bayous, which indented the east side of that peninsula (Coffee Pot on the North and Big Bayou on the South):

"A PRETTY GOOD PLACE FOR A SETTLEMENT." He drew a little circle back of the lettering and in small letters added "Fresh water" (Mirror Lake).

DON FRANCISCO MARIA CELI, a pilot of the Royal Spanish Fleet who, in May, 1757, completed a chart of the same bay.

But he called the body of water "Plano de la Gran Bahia de Tampa." "Ysla de San Blas Barreda" was his name for "Egmont Island," the naval commander of his warship, which was named *XEBEC*, being Don Frey Blas de Barreda. The point south of the two bayous he named "Punta del Pinal de Ximenes." A big lake at the south end of the peninsula he called "Aguada de St. Francis" (Lake Maggiore.) Eventually, the unique word "Pinellas" evolved from that name for the "point" as Bethell called it. He inked no lettering on that peninsula between the bay and the gulf. But he drew a picture of a wildcat and a snake on that peninsula. The snake stretched about from what now would be Central Avenue to Walsingham Road. He drew a bear browsing off a palmetto tree and a huge alligator on the peninsula between the two prongs of bay at its upper or northern end (Interbay peninsula.) On the southeast shore of Tampa Bay (Manatee County) he

showed a huge bear and several wild turkeys. There were three Indians, three canoes, four block houses, an iron tripod holding a huge cooking pot over a fire near the houses on the east shore of the Bay (At Ruskin.) He showed the eastern shore of the Bay heavily covered with palmetto trees and an occasional Royal Palm.

DAVID S. YULEE, a Jew, born David Levi, was a United States Senator from Florida, easily the most powerful politician in this state at that time, railroad promoter, owner of huge plantations growing principally sugar cane and tended by Negro slaves. Using blatant political pressure, he caused A.G. Bache, superintendent of the U.S. Coast Survey, to have a survey party headed by Lieut. O. H. Berryman, make a "Reconnaissance of Tampa Bay, Florida" in 1855. This chart showed a "Mullet Key," a "Piney Point" and a pier jutting out into Tampa Bay about where Fifth Avenue North, St. Petersburg now meets the shore and it is labeled

"Proposed Site for Railroad Depots."

In plain words, Yulee had the United States Government finance his railroad promoting survey.

DR. WASHINGTON CHEW VAN BIBBER, a Baltimore physician of Holland ancestry who, April 29, 1885, at the annual convention of the American Medical Association in New Orleans delivered a paper called "A Contribution to Sanitary Science," relating especially to the climate and healthfulness of *Pinellas Peninsula, Florida*. In this paper he made his now famous declaration that Pinellas Point is the healthiest spot in the world. The fact that the canny doctor first had his son, Claude, and three fellow Baltimoreans named William Whitridge, William C. Chase and A. F. Bulin, slip down to Florida and quietly buy the point from Dominga Gomez, widow of Maximo Hernandez, the original homesteader, might tempt one to question the objectivity of his opinion. Research proved conclusively however the Doctor's sincere and deep faith in his dream of a great sanitarium of world wide appeal at Maximo Point. But the promotion failed and the speculators let the land go for taxes.

PETER A. DEMENS, whose real name, before he changed it after coming to the United States to engage in a contracting and promotional career, was Piotr Alexewitch Dementief. He was a Russian. He built a railroad pier extending out into Tampa Bay 3,000 feet at First Avenue South, six blocks south of the point Yulee first planned one. Yulee had gotten into controversy over land bonuses, angrily changed his route, built from Fernandina to Cedar Keys just before the opening days of the Civil War. (Pardon: War between the States.) He successfully undertook the promotion of a narrow gauge railroad from Sanford to Tampa Bay, played Hamilton Disston against John C. Williams (two of St. Petersburg's early developers) dealt with Williams, and the two of them filed a plat called "City of St. Petersburg" in spite of the fact there was not a single building here then. But there soon was.

JOHN A. BETHELL, who, with his father, William Bethell, had a home on what is now Big Bayou prior to the Civil War. Big Bayou lies at the south end of the point where George Gauld wrote his observation about a good place for a settlement. The Bethells were an English family of some hundred years residence in the Bahamas before moving first to Key West and then to Pinellas. Bethell was a fisherman, boat builder, farmer, who became a good soldier. He wrote a history of Pinellas Point, which he ended with the coming of the railroad.

ABEL MIRANDA, a Minorcan and brother-in-law of John Bethell, had his home near that of the Bethells. His family had first settled on the Florida East Coast, then St. Augustine, then Pinellas.

ANTONIO MAXIMO HERNANDEZ, a Cuban who had a fish ranch on a point of the peninsula west of Punta Pinal, which eventually became known as Maximo Point. He had lived in Florida apparently from about 1814.

JOE SILVA, a Spaniard, had a house and a small orange grove about where 38th Avenue North meets Boca Ciega Bay, and made a living catching turtles. He drifted here from parts unknown in the Eighteen Thirties.

JUAN LEVIQUE, a Frenchman, lived near Silva's camp and was the Spaniard's partner in turtle trapping expeditions. His antecedents are also unknown. He is known to have buried gold on the shore of Boca Ciega Bay near the Prado building.

WILLIAM BUNCE, a ship's captain from Baltimore, had, until his death in 1840, a fish rancho on what now is Fort De Soto Park or Tierra Verde. Previously, around 1835, he had a camp at Shaw's Point at the mouth of the Manatee River, from which he had fled before an attack of Seminole Indians. Bunce had lived a while in Key West, attaining enough prominence to become a minor official. He had also been elected a member of the 1838 Constitutional Convention.

AMERIGO VESPUCCI, a Florentine after whom North and South America are named. In 1497 he had skirted the coast off Tampa Bay while in the employ of a group of Florence, Italy merchants, who feared that Christopher Columbus' discoveries might threaten their near monopoly on shipping and trade in the Mediterranean. Their fears were well founded.

PONCE de LEON, a Spaniard, who had gotten rich after a voyage with Columbus, wanted to get still richer, dropped in Tampa Bay in 1513 and 1521, after his 1513 foray along the Florida East Coast in search of gold and tractable Indians as slave laborers on his huge West Indies plantations had failed. He probably landed at Fort De Soto Park, possibly landed briefly on mainland St. Petersburg. At any rate he got his death wound off these shores.

PAMFILO de NARVAEZ, a Spanish explorer and searcher for sudden wealth, already wealthy with gold which he and his men had gotten by looting in Mexico, landed April 14, 1528 at the Jungle and made camp at what later was the residential land of Mr. and

Mrs. Harold C. Anderson, 1620 Park Street North. He marched north searching for gold and fame, perished miserably in the Gulf off North Florida.

HERNANDO de SOTO, greatest of the Spanish explorers, came with a fleet of 10 ships in the summer of 1539 to land probably at Point Pinellas; (This is one of the great disputes among Florida historians and a subsequent chapter at this writing will attempt to settle it) for a short while, partly marched, partly sailed to a point near the Kapok Tree Inn south of Safety Harbor where he established a permanent camp. From there he marched almost 4000 miles in the southeastern part of the United States to perish near the Mississippi. And there were many more, some known, some unknown, of the Spanish adventurers who sailed into the Great Bay, saw or visited the shores of St. Petersburg.

THE INDIANS had settled heavily over the land that is now St. Petersburg, for perhaps a minimum of 5000 years before the whites came. They were probably Timucuan although recent discoveries in the fields of archaeology and anthropology question that. They may have been Calusa, or a mixture of the two, and De Soto speaks of a tribe called Ucita.

Estimates vary from 15,000 to 25,000 as to the total number of Indians in Florida in the 16th Century. Indian settlements were scattered thickly over what is now St. Petersburg and environs, more so than in any other part of Florida. That perhaps as many as a fifth or a sixth of all Indians in Florida lived on this favored peninsula hints strongly that perhaps Van Bibber and the early white settlers and boosters were right in thinking Pinellas Point one of the world's favored spots. The Indians proved beyond doubt that for primitive living on what the land and waters naturally provided without much agricultural aid, the spot was truly a favored one. So, what has Man added or subtracted from those natural advantages?

Immediately following chapters will investigate and report in more detail on the nature and history of the land, the primitive bronze people, the early explorers, other peoples and events that contribute in answering the questions asked at the beginning of this chapter. Suffice for now to say that the wide range of nationalities represented by the so few people who came in the first centuries attests to the universal, worldwide magnet that Pinellas Point proved itself to be then and now.

Chapter II

AN IDEA IS BORN

The stocky, ruddy faced, vigorous looking but elderly man, read with a crusader's fervor from the manuscript on the podium. His audience, scattered raggedly over the huge auditorium, listened listlessly. The dead atmosphere was humid and hot.

He finished abruptly, handed his paper to a secretary, and came down. There was bored, polite applause. The Chairman announced the next paper and a new speaker came to the rostrum.

Dr. W. C. Van Bibber, M. D., of Baltimore, Maryland, had delivered his scheduled paper on the second day of the meeting of the 36th Annual Meeting of the American Medical Association. The place was New Orleans, Louisiana. The date was April 29, 1885. The subject of the paper was; -

*"A Contribution to Sanitary Science,
relating especially to the climate
and healthfulness of
Pinellas Peninsula, Florida."*

Few, if any, in that bored audience realized that an idea had been born, the destiny of a City not yet founded, prophesied!

And what was that idea? Dr. Van Bibber made two salient points in his address.

Point 1. Peninsulas and sub-peninsulas have a distinctive and superior climate. Of the six great peninsulas of the world, climate wise Florida is the best and the sub-peninsula of Pinellas the cream of the best.

Point 2. He proposed that the peoples of the United States, England, France, Russia and Spain join forthwith to build a great Health City on the southern end of Pinellas Peninsula, Florida, as a great boon to mankind. These were his words:

"On account of this, and also for other causes, the air and climate of a smaller peninsula, attached to a larger one or jutting off from it, often differs from that of its parent very materially; this difference corresponding, in a great measure, to the extent of the water surface separating it from the mainland, and also to the quality and area of the land forming the lesser penin-

sula. Such a fact as this is important, and has not heretofore been observed or utilized to the extent it deserves. This is one of the reasons why, in peninsular study, two or more places in the same latitude may be found having quite different climates.

"We have all heard of Pau, Pisa, Mentona, Monaco, Cannes and other European resorts; and may be familiar with what has been said concerning the banks of the Nile, or Mexico and Lower California, but none of these, it may be said without fear of contradiction, can compare with Florida as a peninsular climate, or as a land having peculiar attractions as a winter residence. Indeed, it may with truth be said that Florida now stands confessedly pre-eminent in this respect before all other lands or peninsulas.

"But the most desirable region, and the one destined to become the most celebrated for its winter climate, will be found on a large sub-peninsula on its southwestern or gulf coast.

"The scheme which will now be proposed is to project a "Health City" upon an enlarged scale and to invite through the medical, the social and scientific press, the nations of Europe and America, to unite in its erection and improvement.

"Where should such a city be built? Overlooking the deep Gulf of Mexico, with the broad waters of a beautiful bay nearly surrounding it, with but little now upon its soil but the primal forest, there is a large sub-peninsula, Point Pinellas.

"It should be done at once, and when finished, invalids and pleasure-seekers, from all lands, will come to enjoy the delights of a winter climate, which, all things considered, can probably have no equal elsewhere.

"Those who have carefully surveyed the entire State and have personally investigated this sub-peninsula and its surroundings, think that it offers the finest climate in Florida."

Editors Note: For further information on Dr. Van Bibber, who was quite an unusual man, see the end of this Chapter.

St. Petersburg is a young city, a new kind of city in both national and state terms. And significantly, even in a county sense, despite being overwhelmingly the largest, it is the youngest in age except the Gulf island towns and a satellite town or two, and well it might be, for it is a new kind of community. Old cities began as fortresses or land stations at sea crossroads for commerce, or centers of land commerce, trade and agriculture. But the site of St. Petersburg lent itself to none of these uses. Nonetheless the town, born less than eighty years ago, thrived, became a small city, and finally blossomed into a real city and a hub of one of the two great metropolitan areas of the nation's eighth state, Florida. And the force that brought it into being and drove it toward greatness? A pleasant and healthy place to live for those who, in the greatest and richest nation on earth, had acquired enough wealth to buy leisure, or who were impelled to seek a climate kinder to human ills than the one they were exposed to. In other words, a leisure city for those who desired or needed such a spot. And added to those, of course, those who would supply housing and entertainment and services.

Climate and weather, elevation and drainage, access, variety, beauty, waterscape, the elements needed for recreation, were obviously important factors in determining a spot where such a community would evolve. Examination shows the St. Petersburg site had, in abundance, all these virtues.

St. Petersburg occupies 57.36 square miles at the south end of Pinellas Peninsula, a sub-peninsula of that great sub-tropic peninsula of the North American continent, Florida. The peninsula is 32 miles long, 15 miles wide at the widest point at its waist, and 10.5 miles wide at the widest in St. Petersburg. It separates the Gulf of Mexico from Tampa Bay. Tampa Bay's 300 square miles is Florida's greatest bay in size, has larger areas of naturally deep and unobstructed water than any other. It is Florida's greatest bay and harbor.

The north end of the Pinellas Peninsula narrows to five miles, the Bay and Gulf jointly therefore almost form an island of the peninsula. For the vast Gulf of Mexico, one of the world's six oceans, forms the west boundary as Tampa Bay defines the east and south limits of St. Petersburg. Boca Ciega Bay on the west separates the mainland peninsula from the 23 mile long necklace of Gulf fronting islands.

As water holds heat longer than land, these waters temper winter's chill, compared to inland Florida cities; and fresh land breezes temper summer's heat. Thus Pinellas and St. Petersburg enjoy less hot summers than do many northern areas, which is very hard for many a northerner to believe until he has tried one.

Elevation wise St. Petersburg is fortunate. Florida coastal areas are notoriously low, typically vast stretches being mangrove forests or grassy flats with firm dry land lying miles back from tide line, and often one must go still more miles from the sea to find as much as ten feet of elevation.

A large part of St. Petersburg is the southern end of

a narrow half moon crescent of high land that spurs off of the limestone ridge of central Florida, and sweeps from the north end of the peninsula, skirts the Gulf and curves southeast to end in the waters of Tampa Bay at Pinellas Point. This ridge at points reaches an elevation in excess of 80 feet. Safety Harbor, Clearwater, Belleair, Indian Rocks, all built on this ridge, have bay front elevations notable almost to the point of being sensational in terms of Florida coastal elevations. No Florida cities save Panama City and Pensacola reach such elevations at contact with tidal waters, as does St. Petersburg and these other Pinellas County cities.

Highest elevation in St. Petersburg is 57 feet at two points, one at approximately 44th Street North and 32nd Avenue, and the other at Allendale on North 9th Street. In most areas the elevation will climb above 15 feet within a half mile or less from the sea.

Entire cities elsewhere in Florida have difficulty pointing to a spot anywhere in their limits with a maximum of 15 feet.

No point in the City of St. Petersburg is more than 5.25 miles from sea level water and as there are numerous creeks that crease the land, several bayous that indent it, surface drainage is relatively simple and effective.

The soil is generally sandy and porous. There is some hard pan underneath; at but few points are there marl, clay or rock. Lake Maggiore is almost a square mile in area in the southern part of the city, and there is good evidence that as recently as the Sixteenth Century streams ran from the lake to both Boca Ciega Bay on the west and Tampa Bay on the east. In recent years, after a certain amount of political and sportsman uncertainty Maggiore was definitely made a fresh water lake, although it had naturally been connected with salt water.

Elevation, soil, sub-soil, proximity of sea level water, geography, make the area readily drainable, free of unhealthy bogs, or water-logged land.

So nature designed it and man selected it as a choice spot for people seeking leisure and health. This is not to say that the original settlers had that clear concept. In fact, currently even there is debate and uncertainty as to the city's destiny, despite facts and performance.

But why then were neighboring towns, Clearwater, Safety Harbor, Gulfport, Largo, born first? There were several factors.

Tampa was established as an Army post (Fort Brooke), a year after the United States acquired Florida from Spain in 1822, and it soon became a frontier commercial center as well as a military one.

Commerce then depended on horses and sailboats. Clearwater and Safety Harbor were a day's horseback ride from Tampa. Clearwater was on the great Key West-Cedar Key schooner trade route. Big Bayou, the pioneer Harbor for St. Petersburg, had good water depth, but was too constricted for safe and convenient operation of schooners. The high ridges of North Pinellas were better adapted than the

South Peninsula for cotton and corn, later for citrus. South Pinellas therefore at first mainly furnished open range for vast herds of cattle. The bayous and varied waters of Bay and Gulf both easily accessible, attracted the fishermen. So North Pinellas saw the solid homesteads of the farmers drifting in from Georgia; South Pinellas the palmetto thatched huts of the nomadic fishermen from Havana and Key West and an occasional cowboy.

Appropriately Pinellas Peninsula, particularly the South end, in geological terms and eons is new ground.

The top soil of St. Petersburg and most of Florida south thereof is of the Pleistocene and Miocene geologic ages (the newest), with some Oligocene. But further down the deep limestones and other formations include some of the oldest geological formations known by the scientists.

Florida generally - and deep down layers in Pinellas is Paleozoic, the oldest formation and an integral part of Appalachia; that is, west Georgia and the Carolinas. Upper Florida anciently rose above the sea and remained there, but at about the Pinellas County line there was geologically a break and the area south rose and fell below the sea in successive convolutions. The half moon ridge discussed previously was several times an island or islands. Hence, although its fundamental lower levels of matter are mainly rock, gravel and sand from Appalachia, St. Petersburg's upper layers of soil are formed mainly from limestone, originally carried in solution in sea water. The solid limestones were deposited in the early Eocene and Oligocene periods. During the succeeding Miocene period sand from Appalachia mingled with the sea limestone to form the upper sandy limestone characteristic of lower Pinellas strata so that much of Florida, particularly Pinellas and Florida south thereof are of relatively recent geologic formations; Oligocene, Miocene and Pleocene.

This rising and falling in relation to sea level resulted in thick strata of seashells, (which form what in the building and construction trades is known as marl, finer deposits are called fullers earth, other forms, phosphate,) although there is a contrary theory that phosphate was formed by droppings from prehistoric flocks of sea birds. There are at times almost solid deposits of marine mollusca.

Sharp changes in surface conditions, now marshy, now dry, occasioned by the risings and sinkings as well as changed conditions when the ice sheets melted at the end of glacial periods, also created animal traps for unwary prehistoric animals. Therefore it is not surprising that notable deposits of fossilized animal bones, as well as preserved sea creatures and flora have been found in St. Petersburg areas of the Pinellas Peninsula.

Perhaps the most notable such deposit is that in Fossil Park, located at 70th Avenue North and Ninth Street. Fossil Park - dedicated as such on January 19, 1959, should be named Fargo Park, after William H. Fargo, a winter resident of the Peninsula, who became

aware of the rich mollusca deposit, and through C. M. Hunter, Ray Dugan (then Councilman) and others induced the City to acquire the lands and dedicate them permanently as a park. He, together with others, notably Charles R. Locklin, and Major George D. Robinson, both now residents of St. Petersburg, initiated explorations of the area, which eventually resulted in an internationally notable publication by the Academy of Natural Sciences of Philadelphia, entitled -

Monograph Number 8 "Pleocene Mollusca of Southern Florida, with special reference to those from North Saint Petersburg by Axel A. Olsson and Anne Harbison, with special chapters on Turridae by William G. Fargo, and Vitrinelladae and Fresh Water Mollusks by Henry A. Pilsbury, Philadelphia, November 6, 1953."

This volume of 458 pages with 65 collotype plates based on actual photographs firmly implanted St. Petersburg in the scientific world.

Mr. Fargo sponsored the explorations and the publication. Walter W. Holmes, who built a water front home at 1504 North Shore, in the nineteen twenties, became aware of a huge deposit of fossilized land animal bones - as well as sea animals and shell - in the bed of Joe's Creek, a short distance south of 46th Avenue North and near 70th Street, which he leased, incidentally, from this writer. He initiated and financed extensive explorations which were called to the attention of the scientific world in 1945 by a book by Cooke, who dubbed the area the "Seminole Field." This resulted in again calling the attention of the scientific world to another phase of pre-history in which St. Petersburg is rich - prehistoric land mammals.

Important finds have also recently been recovered in the Maximo Moorings area.

Those scholars who wish to explore this field further will find proper references to scientific publications in the bibliography.

Following is a more comprehensive treatment of the geology and archaeology of the area, in language the layman can understand and enjoy, written by Dr. Lyman O. Warren, M.D., 7215 4th Avenue North, specifically for use in this Chapter.

The Prehistory of Pinellas

By Dr. Lyman O. Warren, M. D.

If you have ever wondered where the sand in your shoes comes from you can get a sort of educated guess from the professional geologists. The sand of Pinellas County is a child of the Ice Age, and the story goes something like this. During the past million years or so the world has had four major glaciations and several minor ones. Each glacial advance was associated with low sea levels, and each retreat with high sea levels. As the waters of the Gulf of Mexico subsided during an advance of the ice sheet, a sand beach or terrace was formed. In Pinellas, three

terraces, the Pamlico, Penholoway, and Wicomico form the major part of our sandy uplands. Wind action, especially strong in a hypothetical dry spell, perhaps 7 or 8 thousand years ago formed sand dunes and helped shape some of our rolling grove country in the northern part of the county. The evidence for the relative youthfulness, geologically speaking, of some of these dunes consist of Indian flint chips at several locations at depths of 5-10 feet or more, suggesting that the dunes were formed and covered up these Indian sites within the past few thousand years.

Under the Pleistocene sand lies a 10 million year old Pliocene deposit of marine shell. This stratum was brought to the surface by excavations at what is now Fossil Park at Ninth Street and 70th Avenue North in St. Petersburg, and became the subject of important investigations of Mr. Charles R. Locklin, 1036 Monterey Blvd., Snell Island. A monograph was published in 1953 on this important find by a group of scientists under the auspices of the Academy of Natural Sciences of Philadelphia.

Still lower are the important Hawthorn and Tampa formations dating back 25 million years or so to the Miocene. Lower still is an Oligocene formation, the Suwannee Limestone, and this in turn rests upon the underlying Ocala Limestone laid down on a 60 million year old Eocene sea. While all of these strata were marine in origin, recently some evidence has showed up that Pinellas may have been above water during part of the Miocene. This evidence consists of over 30 ankle bones of the little three-toed Miocene horse which eroded out of a bluish-green clay dredged out of Boca Ciega Bay about a half mile north of the Welch Causeway.

The Suwannee Limestone and Tampa Formation have an ecologic importance to our present residents as a source of our fresh water. They and the underlying Ocala Limestone constitute the "Florida Aquifer," a series of porous strata a thousand or more feet thick, which have been tapped in the Cosme-Odesa section of Hillsborough County for St. Petersburg's water supply. This water comes from the 50 inches or so of rainfall which Florida receives annually, and since much of this water charges the limestone strata in the central highland it sets up in the lower lying Gulf Coast a certain head of pressure, and may surface as springs, or be tapped as artesian wells. Probably, however, a good part of our local aquifer gets its water charge from local rainfall.

To our aboriginal predecessors in Pinellas, of more importance than the aquifer were out-croppings of the Miocene Hawthorn. This clayey marl bed of the Tampa formation, rich in boulders of silicified limestone and coral, provided the Indian braves with the raw materials for their stone age tools and weapons, while the women used the clay of this bed for their pottery. For the most part the Indians' water supply came from superficial rather than deeply subterranean sources, for the few natural springs in the county were hardly enough to go around.

A mile or two below us lie the 300 million year old

Cretaceous deposits where you might with a lucky deep boring strike dinosaur remains, for there are none on the surface or close to it, although you may be told differently.

And if you were really lucky at this depth you might even strike oil.

About 15,000 years ago things in Pinellas were much different. The last great glaciation, the Wisconsin, heavy on the northern hemisphere, and extending as far south as Cincinnati, made the climate here in St. Petersburg cool, rainy and stormy. Fortunately the St. Petersburg Independent was not in business at that time. This massive glacier, some five to ten thousand feet in height, had locked up immense volumes of water from the seas and oceans of the world, and sea levels everywhere were a hundred feet or more lower than at present. The Gulf of Mexico was smaller and shallower, and what is now Pinellas was much larger. Tampa Bay, not to become a bay for a few thousand years, was a series of river valleys, richly watered and full of game.

In this unfamiliar landscape lived some equally unfamiliar grotesquely large land animals. Their teeth and disarticulated single bones, and occasional jaws and jaw fragments and rarely entire or nearly entire skeletons, have been found in many places.

The classic finds were discovered at and near Joe's Creek in Seminole forty years ago by Mr. Walter W. Holmes and were written up by America's dean of paleontology George Gaylord Simpson. They have made our local fossils famous the world over. A couple of years ago Mrs. Alton Turner, who lives near Joe's Creek, found an entire carapace of a giant land tortoise in the creek bank. This huge reptile, now extinct everywhere but the Galapagos Islands, was once very much at home here. This particular specimen was excavated by Doctor Clayton Ray and his students from the University of Florida.

In the past few years numerous new sites have been draglined or pumped to the surface. One of the most productive was Maximo Moorings, especially rich in tapir jaws and jaws of small rodents and other small mammals. (f.n. 2) Lake Catalina, dredged up from low land west of Ninth Street South, contained bones or teeth of over two dozen Pleistocene land animals, and a nearly complete skeleton of the Florida Glyptodon was excavated by Dr. Stanley J. Olsen of the Florida Geological Survey, a unique find unpublicized at the time because of the residential area in which it was located. A mastodon jaw in the marl dredged out of this lake led Mr. Ernie Segeren to dig up and reconstruct a portion of the rest of the skeleton of this huge creature. While the glyptodon skeleton is at the Florida Geologic Building in Tallahassee, the remains of the American Mastodon are on display at the St. Petersburg Historical Society Museum.

Other remarkably rich Pleistocene locations which came to light during the dredge and fill operations in our bays during the '50s were (1) the Kellogg Fills just north of the Welch Causeway, (2) the Presbyterian

College fills, (3) the Terra Ceia Bay fills and (4) the Apollo Beach development near Ruskin. All of these areas had especially noteworthy Pleistocene beds; mammoth, mastodon, camel-like creatures, tapir, giant ground sloth, giant beaver, giant armadillo, giant bison and many more. And preying on the giants were the carnivorous saber-tooth cat, dire wolf and short faced bear.

But despite their numbers, and size, and strength, these creatures of the tail end of the Ice Age were on their way out, in part because of a warming of the climate and drying up the land and its vegetation, and in part from the advent of a new carnivore, the Paleo-Indian.

About 12,000 years ago small bands of nomadic hunters wandered into Pinellas County. They were armed with spears and spear-throwers (the bow and arrow had not yet been invented). They probably had dogs, useful in hunting, and baskets, useful for carrying things. Clay pottery, heavy and noisy, would not do for a migrant hunting life, and was not needed nor invented for another 8000 years.

These Paleo Indians lived and hunted in our present bay bottoms, which in those days were choice dry-land hunting areas. And they lived and hunted on our uplands along game trails and near water holes. Because of their nomadic customs, these intrepid hunters left none of their own skeletal remains, so that we have no idea what they looked like. But their presence here can be deduced from their beautiful and highly characteristic Suwannee points. These graceful, lanceolate spear heads were fashioned with exquisite skill from the local chert, chalcedony, and silicified coral. In symmetry and form, they and their somewhat less attractive Dalton point cousins resemble the famous and ancient Clovis and Folsom points of the American Southwest, which, in those areas, are closely associated with the terminal Pleistocene fauna, especially mammoth and extinct bison. The evidence has grown that our analagous Florida points were roughly contemporaneous with Clovis and Folsom.

In Pinellas, the Paleo-Indian points were found singly in sand, clay and oyster shell dredged up from

the depths of our bays. They have also been found at Paleo sites, in groups of two or more, associated with other relics in three locations: (1) a dredged up bay bottom midden in Terra Ceia Bay at the Tampa Gap Drain, (2) an upland site, a road cut on State Road 593, near an ancient spring and water hole a half mile south of the Boot Ranch, southeast of Lake Tarpon, and (3) a dredged up flint workshop on the Dunedin Causeway in St. Josephs Sound where the flint was said to come from an 18 foot channel beneath the most westerly bridge just before the causeway approaches Honeymoon Island. This area was discovered by Mr. and Mrs. Charles Greth. It was an obvious workshop, and its diagnostic artifact was a Clovis-like point found there in August of 1965, a finding, among the thousands of chips and flakes and scores of scrapers and choppers and hammer-stones like the proverbial needle-in-the-haystack.

A time chart of Tampa Bay archeology appends, through the courtesy of Ripley P. Bullin, Florida State Museum, Gainesville, Fla.

Archeological Chronology

Seminole	Circa A.D. 1704
Spanish Mission or Leon Jefferson	Circa A.D. 1633
Safety Harbor	Circa A.D. 1300
Weedon Island II	Circa A.D. 800
Weedon Island I or Perico Island	Circa A.D. 300
Deptford or Deptford influences	Circa 400 B.C.
(Pasco and St. John's Incised) Transitional	Circa 1000 B.C.
Orange, late decorated wide lips	Circa 1400 B.C.
Orange, early decorated	Circa 1600 B.C.
Orange, undecorated	Circa 2000 B.C.
Stemmed Points, Late Preceramic	
Archaic	Circa 5000 B.C.
Bolen Points, Early Preceramic	
Archaic	Circa 7000 B.C.
Suwannee & Dalton Points, Paleo-Indian	Circa 9000 B.C.

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WASHINGTON CHEW VAN BIBBER was born in Carroll County, Maryland July 24, 1824. He married Josephine Chatard on February 12, 1848. He died in Baltimore, December 14, 1892, aged 68. He got an A.B. degree from Mount St. Mary's College, Emmetsburg; M.D. degree, University of Maryland, 1845. Practiced first in Mississippi and New Orleans; then Baltimore.

A founder and secretary of the Pathological Society 1853-1858; a founder of the Clinical Society of Maryland, 1875, Baltimore Academy of Medicine, 1877, and American Medical Association; and Editor of various Medical Journals, lecturer and a pioneer physician in children's diseases and venereal diseases, and active in many Medical Societies.

During his entire practice he donated a major part of his time, to various groups such as Baltimore Almshouse, Christ Church Orphan Society and Home of the Friendless. An ancestor, a ship's Captain, was a first settler of Maryland under Lord Baltimore.

This in brief was the man who declared the site of St. Petersburg the healthiest spot on earth.

Chapter III

THE PRIMITIVE PEOPLE

" It's Indian Mounds show that it was selected by the original inhabitants for a populous settlement. These Mounds are not very common in Florida, and where found there are always excellent attractions - - - - - That it was considered a choice and favored spot by the Indians has already been said, of which there is no doubt. The archaeology of the United States shows that, as a rule, the best food producing and the healthiest situations, contains abundant evidences of the long residence of the early inhabitants."

Dr. W. C. Van Bibber, M.D.

There were primitive people living in the present limits of St. Petersburg when the white men came. And there were numerous groups throughout the Pinellas Peninsula. In fact, population on this peninsula was very heavy compared with the rest of Florida and the United States.

Just as Pinellas today is the most thickly populated area in Florida (1420 persons per square mile compared with the State average of 71 - Census of 1960;) in the Sixteenth Century St. Petersburg and the Peninsula were probably the most densely peopled area of Florida.

Best estimates range from 15,000 to 25,000 for the entire State. Of that total as many as 5,000 occupied this peninsula including the central westerly edge of Hillsborough. And these bronze colored people lived here in greater relative numbers for exactly the same reason the Twentieth Century people do - life was more pleasant than in other places and it was easier to exist.

There was a fairly large settlement clustered around Big Bayou and Booker Creek in the Roser Park area. All of the seven mounds marking this settlement have disappeared. The last surviving one, or rather a portion of it, gave the name "Mound Park Hospital" to our present municipal hospital. The largest of these

mounds, apparently a kitchen midden, was called Beggs Hill by the pioneers of the 19th century. There was another large concentration of mounds at Pinellas Point and another at Maximo Point. A large part of this latter is, fortunately, well preserved in Maximo Park. There were irregular and scattered shell heaps on Tierra Verde, Mullet Key (Fort De Soto Park), St. Petersburg Beach, Capri Isle and Elnor Key in the mouth of Johns Pass which appear to have been seasonal camps during favorable fishing seasons. In addition, there were considerable burial mounds on Elnor Key and Tierra Verde, the latter being explored somewhat by archaeologists a short time before it was buried by the dredges. With the possible exception of Phillippi Park, the largest mound complex in the County was and still partially is along the shores of Boca Ciega Bay, stretching some two miles along the water, beginning at the Seminole Bridge and extending South to the equivalent of about 15th Avenue North. A third large group, largely still intact, is on Weedon Island. The Phillippi Park mound rivaled the Seminole Bridge concentration in size. Caladesi Island had a large group, so did areas around Tarpon Springs, at Bay View and south of Safety Harbor.

What kind of people were they and how did they live?

For the modern reader to visualize them, he first must completely dismiss from his mind the TV and Movie Indian, the Indian of written fiction, the war bonnets, the war paint, the savagery, the scalping, the daring horsemanship, the colorful wigwam.

The primitives here — then and now, called Indians because Columbus insisted in believing he had found India by a new route — lived a meager, timid, peaceful, ignorant life — difficult now to imagine.

They had no domestic animals except dogs, which were raised for food. They had no metals. They had not discovered the wheel. Their utensils, tools and weapons perforce were made of sea shells, animal bones, stone and wood. They had a very limited agriculture - perhaps corn and pumpkins and herbs -

using hoes made of conch shells. They had as weapons clubs, spears, bows and arrows, stone knives. Cooking and eating vessels were of fired clay and ground out stones.

There was no written language. In fact - hard to believe now - tribes living a few miles apart would



Courtesy of Smithsonian Institute

A Timucua Indian warrior.

have differing language, the jungle group for instance would have a language differing somewhat from that at Maximo and Big Bayou.

Government was very simple. Each group had a medicine man and a chief or Cacique. The post was inherited from the female side. This is usual in primitive people because life and survival was less certain on the male side.

Law and order was simplicity itself. There were three crimes that were punishable; theft, adultery, and murder. There were three punishments; torture, banishment or death. In the case of infidelity both parties were punished.

The people were not war-like. The process of acquiring enough food was so strenuous and precarious there was no time for war. Main items of

food came from the sea; conchs, clams, oysters, scallops, snails, fish, a vegetable or two, wild fruits and berries, and in hard times, grass and palmetto buds and bark. Small animals and birds were on the menu, notably turtles, gophers, coons, dogs, deer.

One now, knowing their needs, habits and foods, could predict living sites with those tell tale signs humans always leave - garbage and litter. They had to have a non-failing source of drinking water, hence villages were always beside a stream, spring or large pond. Firewood was a constant need - hence nearby forests or seashore where there was a constant drift of wood; shallow waters because they abounded in seafoods, particularly shellfish.

The ordinary people would usually live in a communal house of posts and palmetto fans, not unlike Coastal fishermen use in the Keys today. Clothes were scanty or non-existent; moss, woven palm leaves, animal skins, feathers. The Chief had a separate house, frequently round, usually if a large village stood a conical mound of loose sand to protect against surprise raid or attack and to facilitate observation and lend prestige.

There was communication between the villages and tribes. There were traveling tradesmen who evidently were privileged to come and go. They traded in clay vessels, flints, ornaments.

It is heartening to know that even in these limited people, there was a love of beauty and a worship of a God - in their case, a fearful and dim one, visualized in the sun or a soaring eagle, the lightning flash, the roll of thunder. There were individuals who served in a primitive way as priests and doctors. But their women were adorned with strings of beads made of ground and pierced pieces of shell, bright bits of stone, and small animal bones. They were pendants ground from stone and shell. Their pottery was often decorated.

For as do all people, they were swayed by beauty and wondered and worshipped a Supreme Being and a creator of the world and life.

They were peaceful people. They became savage and cruel only in response to the treatment they received from whites, who seized their food, violated their women, dispossessed them from their homes, enslaved them for killing labor in distant lands and as human pack animals.

Thus the primitives were when the white men came, and it is worthy of comment that the American Indian, alone in the known history of the world, survived invasion by a foe superior in weapons, numbers and intelligence. The original Florida Indians — the so called Spanish Indians — did not survive but nationally other tribes did.

It is estimated that there are today nationally more Indians than there were when the white man came. There were perhaps a half million in the present United States; now 625,000.

Whence came these people?

Anthropological consensus is that ages ago - 10,000 years, 15,000 years, 30,000 years, perhaps 100,000 years

ago people from Asia crossed the Bering Straits and slowly over the centuries fanned out over the two American continents. Curiously, along the ridges of the mountains of the western United States, Mexico, Central America, the Andes ridges of South America, they reached their highest civilization. In mathematics, astrology, art, architecture, they equaled or surpassed Egypt. They had apparently a great literature. One of the tragedies of history is that almost every book was destroyed by the Spanish — in the name of religion. They failed to discover and acquire the hard metals; gold, silver, copper they had in endless amounts that inflamed the cupidity of the Spaniards, who spent more than two centuries looting them of this form of wealth. Their only utility metal was bronze. But even these metals had not reached Florida.

They had no domestic animals when the fabulous Cortez with 800 men destroyed the tens of thousands of courageous, dedicated (Aztec) soldiers, his chief aid was their terror at his horses and his bloodhounds. They stood up to the crossbow and guns but fled before the horses and dogs.

Least advanced were these peoples in the coastal Gulf Coast, including those at St. Petersburg, and the Caribs of the West Indies.

As more and more Egyptian influence or similarity appears in art, science and physical appearance, scholars and scientists are swinging to the theory that man entered the Americas from the south end of South America rather than via the Bering Straits and that it was Egyptians and not Mongols who discovered America.

Whether the advent was from the south or the north, it is obvious that the Florida peninsula was the last occupied by the spreading peoples. In Florida when the white men came were the youngest and most primitive of the native Indians.

Puzzlement to scientists and anthropologists until recently, was the fact that the village sites in Florida, including the many within the present limits of St. Petersburg were dated back comparatively few years, two thousand, three thousand or so years. But now it is known that beginning perhaps 6000 years ago, the seas began to rise perhaps a foot a hundred years, and older town sites were submerged and the people retreated to higher ground.

Recently, Dr. Lyman O. Warren, 7215 Fourth Avenue North, and others have begun discovering under-water village sites under Tampa Bay, Terra Ceia Bay, at Caladesi Island and other points. Perhaps the most notable recoveries have been made through the friendly cooperation of Benton & Co. officials, who have a large shell dredging operation in Tampa Bay. Tools, implements and weapons, as well as mammal bones aged cycles ago are being recovered.

We moderns know where the comparatively recent pre-white peoples lived because of the mounds they left, garbage and refuse of shell and animal bones, and ashes and sand; they are all loosely called Indian Shell Mounds. That's where the Indians

ate and kept house and sometimes slept. The State Board of Health would nowadays be properly horrified, but they survived. Other types of mounds were religious, for the residence of the chief, and for burial. There were forty or fifty mounds of such varied types within present city limits. Many have been destroyed by the forces of "Progress." One unusual mound built of sand, in the form of a turtle, at Rupert Beach probably was the work of a wandering group of Mississippi River mound builders. Two such mounds in the vicinity of the Lighthouse, Tyrone Boulevard and Park Street, were destroyed recently to allow a residential subdivision. Fortunately Wm. Sears, then of the University of Florida, now head of the Anthropological Department of Atlantic University at Boca Raton, conducted a "dig" prior to destruction, upon the urging of Major George D. Robinson, 5347 Dartmouth Avenue, Mercer Brown of the Suwannee Hotel, Tom T. Dunn, 1126 Country Club Road, and others, and the cooperation of the owners, Richard D. Keys, Jr. and Tom Hudson. One mound appeared to be a Chief's domiciliary mound, the other a religious site. Probably Cacique (Chief) Hirrahigua lived there when the Spanish explorer, Pamfilo de Narvaez, landed on the shore of Boca Ciega Bay about April 12, 1528.

A stroke of fortune was that David A. Watt, an English engineer, who was a pioneer resident on the shores of Boca Ciega Bay, gave to the City of St. Petersburg a portion of his homesite as a park, to be kept in its primitive condition, and a portion of the Hirrahigua village was on this land. It is now named Abercrombie Park, in honor of his father-in-law, the City's first doctor. The Park is located at Park Street and 38th Avenue North.

Greatest stroke of fortune was that a few years ago Ed C. Wright, local capitalist and large land owner, deeded to the City of St. Petersburg for a park, the East Half of Lot 15 and all of Lots 16, 21, 22, 23 and 24, Block 2, Section B, Mound Section of Pinellas Point Addition, located at the Southwest corner of Pinellas Point Drive and Bethell Way (approximately 20th Street,) on which is located a great mound; probably a chief's domiciliary mound and possibly the site of the highly controversial landing of the greatest of the Spanish explorers, Hernando de Soto, when he came ashore on May 25, 1539. But little other trace remains of these people except the mounds, and these early people of St. Petersburg, commonly called the Spanish Indians, together with all the other original South Florida Indians, have disappeared. Many were captured early in the Spanish period and sold as slaves for the mines and plantations in the West Indies. Many died of white man's diseases. Others were killed when used as soldiers in clashes between the English and Americans and Spaniards. The end came in 1704 when Col. Thomas Moore, former Governor of South Carolina, swept through all Florida destroying Spanish missions and the Indians to restore a once glamorous military reputation, tarnished when he failed to capture Fort Marion at St. Augustine, in one of the in-

numerable unofficial wars that flared between the Spanish of Florida and the English and later the Americans, until in frustration Spain gave the State to the United States in 1822. Moore said he enslaved or killed all the Indians "to the end of the firme ground," that is down to the Everglades.

A handful of the original Spanish Indians perhaps have survived on one of the Bahama Islands, heavily mixed with negroes and other Bahamians. No trace of their language survives.

How then do we know so much about them? Largely due to the development in comparatively recent years of the "Carbon 14" method of dating articles of otherwise unknown age. The method is based on a system of measuring the amount of radiation left in an object after it has been exposed to fire. It is believed to be accurate within 50 or 75 years, no matter how many thousands of years have elapsed since the event of fire.

As a result of this dating, many patient archaeologists, digging in the old mounds, carefully charting depths at which pottery and other artifacts occur, have constructed time tables, and by other devices have established dates of occupancy, foods, weapons, types of houses and many other facets of their lives during the varying time periods.

In addition to Dr. Warren and Major Robinson, there are many such skilled people in St. Petersburg. Among them are Frank Bushnell, formerly Professor at Boca Ciega High, now at St. Petersburg Junior College; Walter Askew, gifted 23 year old anthropologist, 5110 - 30th Avenue North, and many persons of the 60-member St. Petersburg Chapter of the Florida Anthropological Society, headquartered at Florida Presbyterian College.

In addition there is the "Searchers," a group of young people of upper Pinellas led by Mr. and Mrs. John White, and the Safety Harbor Historical Society led by Gus Nelson and Mayor McGonical.

Frank Bushnell and these last two groups have all since 1964 made notable archaeological digs in Pinellas County, which have in spectacular fashion increased knowledge of the early people and the arrival of the white man to St. Petersburg and Pinellas.

Bushnell apparently located in 1965-1966 the permanent camp site of de Narvaez at the Harold Anderson residence at 1620 Park Street North, the Jungle; as related officially in Volume XIX, Numbers 1-2-3, 1966, "The Florida Anthropologist." The Searchers at its Bay View dig (in a pasture west of Kapok Tree Inn at Seven Oaks) uncovered the site of a Sixteenth Century white European camp and Nelson et al, in 1967, at Philippi Park, unearthed abundant traces of other Sixteenth Century whites.

These exciting discoveries will be discussed further in a chapter dealing with the coming of the white explorers of the early Sixteenth Century.

A notable "dig" was made at Weedon Island mounds by J. Walter Fewkes, of Smithsonian Institution in 1923-24, his findings being recorded in Publication 2787 of the Smithsonian Institution. (See

Bibliography.) This was made at the instigation of Eugene Elliott, sales manager for the original stock sale of the Gandy Bridge, and promoter of boom time (1925) subdivisions on North Fourth Street and Weedon's Island. The story has a touch of fantasy and humor.

Seeking to create lot selling publicity for his Weedon Island subdivision he "planted" Indian artifacts in the huge mounds on the Island, invited Fewkes down - at Elliott's expense - for a "dig." Fewkes came and his experienced eye soon discovered the "plant," so he quietly started digging in other areas, and to Elliott's amazement, made major history — making discoveries. Fewkes' finds are preserved in the St. Petersburg Historical Society Museum, 335 - 2nd Avenue, N.E., Museum at the University of Florida and the Smithsonian Institution, Washington, D.C.

These early Indians were of Timuquan stock, differing sharply from the Indians of North Florida, but similar to the Calusa of Fort Myers - (Calusahatchee River is named after them.) Other tribal names but of the same racial stock were these, Tequesta, of the Miami area, the Aies of Central Florida's East Coast.

None of these Indians are to be confused with the Seminoles, who drifted into Florida in the Eighteenth Century as "runaways" from the Creek tribes of Georgia and Alabama. (Seminole means runaway.) The Seminoles, North Florida, and South Eastern States Indians are of Muskogean and Algonquin stocks.

But these early peoples, who left so little trace, and had no influence on their white successors, because of their comparatively heavy settlement of this area, proved by being here, what a pleasant land is this Pinellas Peninsula, on which St. Petersburg is located.

John A. Bethell, who settled at Big Bayou in 1859, was by profession a fisherman and boat-builder. He loved hunting and ranged frequently over the peninsula that is now St. Petersburg, and did so with an observant eye and mind. His family was English, having settled in the Bahamas about 1720. Some Bethells eventually moved to Key West. He and his father, William, fished and turtled on Tampa Bay as early as 1849. He makes interesting observations of the numerous Indian mounds in this area in a little book he wrote in 1914. The following is quoted from that book:

"Before and after the Civil War there was a cluster of cabbage palms growing on the sand beach at Point Pinellas, fronting on Espiritu Santo Bay, as it used to be called, which was known as the 'Three Cabbages.' In 1884 the government surveyors cut down two of the palms, leaving only one, since known as the 'Lone Palm,' as being a better mark for true bearings in running lines.

"It also answered as a bearing to a very large mound in a northwesterly direction and about three-quarters of a mile distant. This mound differs in shape and construction from any other mound in this section, or possibly in the State. In 1872, when Dr. Van

Bibber was exploring the West Coast for a location for a sanitarium, and Professor Agassiz was looking up curiosities for the Smithsonian Institution, Captain Eugene Coons met and brought them to my place at Big Bayou. I then piloted them through the Point and to this mound. (This 1872 dating is undoubtedly in error, 1882 is probably intended. Editor)

"After inspecting it, they concluded that it was built in layers of earth and shell to the depth of about three feet to each layer. Though they could hardly tell for a certainty, from the fact that the mound was so thickly covered over with saw palmetto that it was a very difficult matter to tell precisely how thick the layers were or whether the earth and shell were mixed as they went on. An excavation in the north side, since made by employes of the Philadelphia Academy of Natural Sciences, would seem to disprove the separate layer theory. Other mounds constructed of earth and shell seem to show that the shells were mixed in with the earthy material to better keep it in position.

"There are three or more circular excavations like sinkholes or pond bottoms, from which the earth was taken. The present county road along the section line skirts the largest of the holes, beyond which to the south and but a stone's throw from the road stands the mound.

"As the mound stands on the high timbered land about a quarter of a mile from the present beach line, the transportation of the shell thither is a problem. The remains of a causeway reaching the top of the mound and gently sloping toward the south may have assisted in making the deposit of shell. The mound is elongated in an almost east and west line. The slope of the sides is abrupt, except on the south, as mentioned. The top at the south end had once been leveled off for fifteen or twenty feet and terraced over.

"It must have been in existence many years, perhaps ages, from the fact that when I first saw it, in 1849, it had pine trees growing on it equally large as any in the neighborhood. I did not see the mound again until 1859, and it was then in a good state of preservation. But since the Civil War vandal hands have preyed upon it so often that now there is scarcely a vestige of the terrace to be seen.

"About three-quarters of a mile west and fronting on the bay, G. W. Bennett's cottage site is the eastern extremity of an interesting ridge or mound, which curves northward and westward, traversing about a quarter of a mile, and comes back along Maximo Road to the bay, then recurves eastward twenty rods or more along the water's edge, with the extremity again thrown back toward the west like the end of a monster's tail. It encloses ten or more acres, and is generally called a serpent mound. (Sensational discoveries are currently being made in this mound. Editor)

"This mound is constructed of earth and shell mixed, and the slope of the landward side is quite steep, so much so that it may have been used as a fortification. From Maximo Road west and along the bay

is a regular tumble of mounds of all shapes and sizes. Covered with a hammock growth of palms, oaks, cedars and shrubbery, this extends another quarter mile to near Point Maximo. These are also of earth and shell, with a large percentage of shell.

"Jutting out from this mound-base run two long straight ridges or spurs in a northerly direction to a length of several hundred feet, and still six to eight feet high. They resemble railroad embankment or old earthworks. Perhaps it was intended to complete the quadrangle for a defensive purpose. A short distance north, at the edge of a bayhead, is still to be seen a waterhole where the earth excavated was thrown up in the middle of the two basins, making a solid passageway between. These relics are of genuine interest and should be preserved, as far as possible. West of Point Maximo is a less striking continuation of the shell works for a good many yards.

"There are many isolated mounds in the lower Point. There was a handsome group on the Kempe property at Big Bayou, and the big oyster shell mounds at St. Petersburg were many. It is a pity that they were not preserved intact, in a public park.

"It is very evident that many years ago there was no Booker Creek, but all solid land where it now runs, from the fact that on each side of the creek, several hundred yards northwest from high bridge, and opposite each other, are two embankments of oyster shell that at one time must have been one very large mound spanning the present creek. Possibly some heavy cloudburst flooded the flatwoods to the north-westward, coursed its way through the land as it sloped downwards and undermined the mound or forced a passage through it and washed the land away, which was the making of the creek. There is a descent of about fifteen or twenty feet from the bayhead above Ninth Street bridge, and when the flatwoods is flooded the fall of the water is so great that it gradually washes out the creek and keeps it open." (This violent change in contour probably occurred in the great hurricane of September 23-25, 1848. Editor.)

A real mystery - what appeared to be fortifications - is also briefly discussed in the Bethell book. Under the title of "Old Fort at Big Bayou," Bethell says:

"On the north side of Big Bayou, near the entrance, stand several massive live oaks that mark the spot of a once heavily timbered hammock of oaks, pines, cabbage palms, sweet bay and various other kinds of trees, that were growing on it until the year 1859, when Abel Miranda bought and cleared it for cultivation. Whilst clearing the land he made a very unlooked-for discovery in finding the ruins of an old fortification made entirely of oyster and conch shells, evidently built by the discoverers of Tampa Bay, as a protection against the hordes of aborigines that were usually on the warpath.

"This fort covered about an acre of ground and had but three walled sides. One side faced northeast, one northwest and one southwest. The southeast side was not walled up, simply because the northeast and southwest wings extended to the waters of the bayou.

And again it may have been left open for retreat by boats in the event of an attack by an enemy, and the garrison not able to hold their own. The walls on the northeast and northwest corners were at least three feet high and gradually sloped to about two feet at the waterfront.

"This enclosure had two openings, at the northeast and northwest corners, about fourteen feet wide, possibly intended for sally ports. A remarkable circumstance about the enclosure was that the ground inside was about two feet lower than the land around the fort on the outside. There were cabbage palms, oaks and pines growing in the embankment as large as any in the hammock. How high this shell had been piled up originally, how long and by whom, is a mystery that will never be revealed.

"A great deal of shell remains there yet to mark the spot where the fort once stood, though in clearing the land the shells were leveled and the timber piled on them and burned to get it out of the way. Besides, much was hauled off and burned in kilns for fertilizer.

"It is very evident that there has been some fighting done on that spot, from the fact that in clearing we found inside the enclosure quite a number of arrow heads, some with shafts nine and one-

half inches long, in a finely polished state, while some were very crude."

This structure fits no situation known to have occurred in this area. Obviously the breastworks were built by people who wanted to keep retreat by sea open or who felt no fear from sea attack. Yet the water depth nor area was sufficient for large boats to have supported the defenders of the fort. No account of the early Spanish explorers hints of any land forts. Narvaez and de Soto established camps but no forts. De Leon never made it to shore.

The age of the trees mentioned by Bethell indicates a construction time between one and two hundred years prior to 1859, which makes it fit no wars, nor the English occupation of 1763-1783. English records were very voluminous and precise. Besides, Indians used guns - not bows and arrows - at that time.

The invasion by Colonel Moore and his 1500 Creek Indians in 1704-08 fits timewise, and the peaceful disposition of the original Florida Indians may have changed by 1704-08, and as Moore came overland they may have hastily thrown up the earthworks, planning to escape by water as a last resort.

Time, as it has so often before, may solve this enigma, but the chances seem remote.

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Chapter IV

THE EXPLORERS

And Moses sent them a spy out of the land of Caanaan, and said unto them, Get you up this way southward, and go up into the mountain;

And see the land, what it is; and the people that dwelleth therein, whether they be strong or weak, few or many;

And what the land is that they dwell in, whether it be good or bad; and what cities they be that they dwell in, whether in tents, or in strong holds;

And what the land is, whether it be fat or lean, whether there be wood therein or not. And be ye of good courage, and bring of the fruit of the land.

Numbers 13: 17-20.

At no point in the entire continental United States was there greater pageantry, more stirring events, a gaudier procession of great leaders, bearers of unperishable names than in the St. Petersburg area during the exploratory and early occupational period of the new world conquest by the first permanent conquest and settlement by the white men who in the process conquered and well nigh destroyed the Red People. It is a great regret that almost no visible evidence of that brave day remains.

Even the list of names stirs the blood.

Sebastian Cabot (maybe) 1496

Amerigo Vespucci (probably) 1498

Alberto Cantino 1502. Map publisher. Not an explorer.

Ponce de Leon in late May 1513. He came twice.

Diego Miruelo 1516

1517 Francesco Hernandez de Cordoba (Cordova)

Francesco de Garey 1519. (Also Alvarez de Pineda, Commander)

(with the great pilot Anton de Alaminos who also piloted de Leon.)

An unknown ship from which 17 bodies of dead white Europeans were found.

Ponce de Leon (1521)

Pamfilo de Narvaez April 14 or 15, 1528

Hernando de Soto May 30-31, 1539

Frey Cancer 1549

Pedro Menendez de Aviles 1565

Escalenta Fontaneda 1575 (He gave Tampa its name).

and a forever unknown, unnamed, swarm of other bold unlicensed, slave hunters and treasure seekers.

(Dear reader, fret not if the spelling of some of this list of famous explorers differs from that you have seen elsewhere. There were frequently many variants in the spelling. There is even controversy over the spelling of as recent a name as "Odette Philippe" even though he spelled it this way in his homestead application on November 1, 1842.)

And let it be said with all candor, there is serious doubt and often great controversy among present day historians (and Chambers of Commerce) where many of them landed and even whether they landed at all. As to one - Pamfilo de Narvaez - there is now no doubt. And where Pamfilo landed, de Soto's anchorage and landing place was for certain near by.

There is sound reason, however, for deducting that except as to Cabot, Amerigo, and Cantino, they all came to or into Tampa Bay. ALL KNOWN landings were at Tampa Bay.

Ocean pilots in that day were a close knit and privileged group of people. Piloting the high, clumsy, square rigged, sailing vessels of that day was a skill requiring a life time of study, aptitude tinged with genius and flavored with luck and high courage. The pilots were a fraternity born of their fewness of numbers, similarity of interest and instinct to survive. They exchanged charts and information and experiences. As there was usually months of living in port waiting for supplies and crews, long waits at ports en route

and plenty of grog shops in seaports, there was good time and good fellowship for the exchange of information. It was but natural when one pilot reported to others he had found and explored a vast, deep land locked harbor others would go there too when in that part of the world.

Probably it will never be known what white European first set foot on what is now St. Petersburg soil. His reason for being here, for sure, was to rob, loot, acquire sudden wealth.

When the Spanish rulers, Ferdinand and Isabella, realized in part what fabulous wealth in the form of gold, silver and precious stones - sudden visible wealth - existed, merely for the taking, in this new world, inadvertently discovered by Columbus, in search of a new route to India, they not only clamped down an iron curtain of censorship against the rest of the European powers, but also rigidly regulated, and controlled and exploited that wealth as far as was possible to the enrichment of their treasury. If nothing else, those two hereditary rulers of Spain were a practical couple when it came to a dollar, or rather a piece of eight.

It was made unlawful to write about or give any account of voyages to the new world and what existed there. Hence all the earliest published accounts of travels to this new world came from Italy, France, the Germanic states, and countries other than Spain. The great Spanish writings were released later. But it is now abundantly obvious that the word spread like wildfire from tongue to tongue and lost nothing in the telling.

Those seeking to exploit the wealth of the Americas were licensed and regulated after careful study and thought. And almost without exception the crown was to receive at least 20 per cent of all things of value recovered, the canny monarchs usually sending along their personal representatives to keep the books. Costs of an expedition were usually at the expense of the explorer.

With the greatest, or one of the greatest hoards of wealth ever exposed to seizure and exploitation at one time, these efforts at concealment and official control were circumvented by a hoard of free enterprisers; pirates, licensed and unlicensed, and expeditions authorized, often sub rosa, by other monarchs and groups.

The first white man, known for sure to have stepped on St. Petersburg's shore was Pamfilo de Narvaez, who landed on April 14th or 15th, 1528 on the shores of Boca Ciega Bay. In fact, interestingly enough, in 1965 it was definitely established that his camp site was on Lot 2, Block "E," Jungle Shores, the home site of Mr. and Mrs. Harold Anderson, at 1620 Park Street North, a few hundred feet south of Jungle Prado.

The group of local archaeologists who established that fact was headed by Prof. Francis Bushnell, until recently of Boca Ciega High School, but now at St. Petersburg Junior College. He teaches Science. (The report of what is now known as the de Narvaez dig was published in Vol. XIX. Nos. 1-2-3, 1966, in the

Florida Anthropologist.) Mr. Bushnell is an expert archaeologist by avocation and a member of the Pinellas Historical Commission.

De Narvaez led an expedition of 400 men, who came in five ships. Unfortunately for him and his men, he was neither a good military commander nor a skilled explorer, and eventually he and all of his followers, save three, perished. But it must have been an awesome and spectacular sight to the Indian Chief Hirrahigua and his several hundred subjects when these strange creatures with beards on their faces (Indians had none,) steel armor on their bodies, and flashing steel swords in their hands, came ashore, with waving banners, horses, and all the panoply and glitter of an army of that date.

De Narvaez had played an important but somewhat inglorious part in the conquest of Mexico under Cortez.

First, however, let us briefly review the dress parade of great names that maybe passed St. Petersburg's door or stepped over the threshold.

Sebastian Cabot, a native of Venice, Italy, his imagination fired by the Columbus exploits; sought to follow in his wake. Says Barcia, of Sebastian that he "conjectured that numerous hitherto unknown lands lay to the north of the West Indies and that he would be their discoverer, since he based himself on more accurate calculation than Columbus." He appealed to Henry VII of England for support, asserting that he would most certainly find an island abounding in riches and goods. He convinced the King of England of his capabilities; and the King furnished him a vessel complete with necessary provisions, while the London merchants outfitted three more to be loaded with items of little worth or weight for trafficking with the Indians. In 1496 Cabot sailed west by north and reached the land of Labrador in latitude sixty-seven and a half degrees, always in open and navigable sea (as Cabot stated after his return, having brought back his navigation chart).

Once he realized that he had taken a course north and then east (which was contrary to what he had imagined,) he returned to the equator, or equinoctial line, and made port in an island the Spanish call Florida. He indicated he sailed up the west coast of Florida, the port could have been Tampa Bay. Thence, after he had remained some while, he returned to England, unable to prolong his stay for lack of supplies.

In truth there is nothing certain about this voyage. He himself was uncertain and vague as to where he had gone.

Anyhow, Sebastian as early as 1496 proved that Isabella's and Ferdinand's iron curtain was as leaky as is the iron and bamboo curtains of this day.

On Cabot's sketchy and contradictory report England later based half-hearted claims to Florida because of discovery prior to de Leon in 1913.

There is both more certainty, and more controversy about the Florentine, Amerigo Vespucci after whom the two continents of this hemisphere are

named. Alarmed at the threat to their near monopoly of shipping the merchants of Florence had enjoyed, particularly in the Mediterranean and between there and Asia by overland routes, because of their strategic location on the Mediterranean and their energy and enterprise, they employed Amerigo to go spy out the Columbus lands.

His try was cloaked in deepest secrecy, although he was a familiar of Christopher Columbus, and actually sailed from Cadiz on May 10, 1497, as navigator in a fleet of four caravels. Sailing through the West Indies the fleet reached the Yucatan Peninsula, coasted the Gulf of Mexico past the mouth of the Mississippi "until, in the latter part of April of the following year (1498), he reached the lower end of the Peninsula of Florida, perhaps in the vicinity of Cape Florida. Still hugging the shore, he crept up the Coast (Atlantic) to the north, until in June of the same year, he anchored in Chesapeake Bay."

(Substance of a letter from Vespucci to a friend, written on September 4, 1504.)

Great doubt and skepticism as to the authority of his trip, his accuracy in reporting it, existed for centuries, until dispelled recently, by modern research. It is now becoming widely accepted Amerigo went where he said he did. But despite the fact he saw the Mississippi 44 years before de Soto did the latter will doubtless continue to get the credit. His trip was official.

Beyond reasonable doubt Vespucci skirted the shores of Tampa Bay and St. Petersburg. Not inhibited by the Spanish order of silence on new world discoveries, Italian, French and Germanic writers began referring to the new world as Amerigo's land; because of writings and charts based on his voyage. The Spanish knew more, were not allowed to publish their exciting discoveries.

The Cantino map of 1502, second of those known today which showed the new world, was made by an unknown cartographer for Alberto Cantino, of Rome, about November 17, 1502. Neither Cantino nor his cartographer apparently had been to the new world; the map probably being made from data supplied by Amerigo and other now unknown voyagers. The map shows Cuba as an island. The trend and latitude of Florida is approximately correct, as is the Atlantic coast to about the 59th degree of latitude. With a bit of patriotic imagination a friendly reader can pick out what is now known as Tampa Bay. Florida is shown as roughly triangular in shape.

In discussing the next great name, that of Ponce de Leon, one comes to one of those mysteries of written history. Almost without exception, historians dwell on the theme that Ponce touched shore on the Atlantic seaboard, somewhere between St. Augustine and the St. Johns River on Easter morning, while in search of the Fountain of Youth. He was then 40, an old age in those days.

Actually it was the Friday before Easter, and he was in search of slaves for his plantation and for sale. But the Indians, originally friendly, guileless and gentle,

unless hungry had by then become sadly aware of the treachery and designs of these mysterious white bearded giants, and drove de Leon off with flights of well aimed arrows. Competent eyewitnesses testify the Indians had amazing accuracy, could send a stone tipped arrow head 200 yards that could pass completely through a man not protected by armor.

De Leon then sailed south, apparently stopped briefly at what is now Miami, rounded the Florida Capes, and came into Tampa Bay.

Some claim he entered a bay further south, but it should be noted that his pilot also piloted Cordoba four years later, who also entered Tampa Bay.

De Leon accompanied Columbus on his second voyage. He helped conquer Hispaniola (San Salvador). In 1508 the governor of that island allowed him to go to Puerto Rico, which he conquered and colonized. He became its governor — after he had killed most of the original Carib Indians. By that time, partly through the slave trade, he had become wealthy but largely through robbing the Indians of their gold and driving them to placer mining in the low-yield sands of the shallow rivers in the West Indies Islands. He returned to Spain and obtained a grant or capitulation to explore, conquer and settle what is now known as Florida. This was granted February 23, 1512 by Charles V.

Because he landed under authority from the King, went through formal ceremonies taking possession in the name of the King, and so officially reported, he gets credit in the pages of history as the discoverer of Florida. He was the first official discoverer of the State.

Leaving the St. Johns River he sailed south to the Florida Keys, incidentally giving the name Los Martiers — now the Martyrs — to a group of those islands. He rounded the Cape and sailed a great distance up the Gulf Coast, perhaps to Pensacola. He turned back south on May 23, 1513, and stopped at "some small islands lying off the coast on one of which he again took on water and wood and careened one of his caravels, the San Christobal" — possibly on Mullet Key, in which case Fort de Soto Park might well be renamed Ponce de Leon Park.

"Here the Spaniards remained until June 3" — as contrasted with the few hours or two days at most he remained near the St. Johns River on the Atlantic.

The Indians tried to entice the Spaniards ashore, but by now they were arrow-shy and remained aboard. In shifting anchorage, probably to Point Pinellas, the Indians thought the Spanish were attempting to leave, in canoes seized the anchor ropes and attempted to drag the ships away. A struggle ensued in which four women were captured and two old canoes destroyed.

But the Indians had already discovered the greed for gold that possessed the adventurers. On Friday, the 4th of June, while waiting for a wind to go in search of the cacique Carlos, whose subjects occupied the narrow strip of land on the south-western end of the peninsula, near whose territory Ponce seems to have anchored, and who, as Ponce understood from the In-

dians aboard his vessel, was possessed of gold, there came to the ships a canoe with an *Indian who understood Spanish*. They supposed him to be a native of Hispaniola, or of one of the islands which the Spaniards had settled, and he asked them to remain, as the cacique would send gold to barter. The adventures readily fell into the trap so cleverly baited for them, and waited. Soon there appeared twenty canoes, some of them being fastened together in pairs. On drawing near, the flotilla divided, one part making for the ships and engaging them in battle. Under cover of this attack, the other division made for the anchors, and, unable to weigh them, attempted to cut the cables. A long boat was sent out from the ships, which put the Indians to flight, killing some and capturing four prisoners. One Spaniard was killed. Two of these Ponce released and sent to the cacique with a message that, though he had killed a Spaniard, he would make peace with him.

The following day, Saturday, the boat was sent out to sound the harbour. Here the crew was met by some Indians who said that the cacique would come next day to trade. Again the Spaniards allowed themselves to be deceived. As it subsequently appeared, the message was but a subterfuge to gain time in order to gather men and canoes, "for at eleven of the clock, eighty canoes well equipped attacked the nearest ship and fought from morning till night, without, however, doing the Spaniards any harm;" for the Indians fearing the cross bows and great guns, kept at such a distance that their arrows fell short. At last the Indians drew off, and the Spaniards, having passed nine days in that neighborhood, resolved on Monday, the fourteenth, to return to Hispaniola and Puerto Rico. In this struggle cannons were used for the first time in Continental United States.

— This one Spaniard killed is the first official death in battle of a white man in the present United States. Others had died, as the 17 previously mentioned, but they were unofficial, hence made little or no impression on the historians or readers.

On the return trip Ponce discovered and named the islands of the Tortugas. Returning toward his home base, Puerto Rico, de Leon ran into an unauthorized "boot leg" ship under the command of Diego Miruelo, famous pilot, while cruising the Bahamas.

Thus ended in failure, due largely to the determined Pinellian Indians, the first official attempt to conquer and colonize Florida.

Three years after de Leon returned from Tampa Bay (1516) Diego Miruelo, apparently the same Ponce had encountered in 1513, cruised the Gulf Coast of Florida, traded for gold with the Indians, kept the information he had obtained for himself, and probably other pilots.

The next February, 1517, Francisco Hernandez de Cordova, with the official blessing of the Governor of Cuba, with whom, in fact, he had made a deal — he traded him a cargo of Yucatan Indian slaves in payment for one of his three ships — departed with

110 men. One of the crew, Bernal Diez, destined to participate in the conquest of Mexico under Cortes, and help immortalize that saga with his great account of those stirring events, led a revolt that turned the purpose of the voyage into one of discovery instead of slave hunting, after the then wisened-up Yucatan Indians had killed half of Cordova's men. Sailing for Cuba a storm drove the ship northeasterly until one of the pilots, Anton de Alaminos, who had also piloted Ponce de Leon, recognized the coast they approached as being the entrance of the bay, de Leon had visited. They entered to get water. Again the St. Petersburg Indians attacked. Both Cordova and Alaminos were wounded and Cordova died ten days later in Havana, to which the expedition returned to report another failure to the Governor of Cuba. The water was probably drawn from Lake Maggiore or Mirror Lake.

The next known great explorer to see St. Petersburg soil was Francisco de Garay, who did the most notable job of discovery and chart making of them all except Amerigo until that time.

Garay had sailed with Columbus on his second voyage, had become Governor of Jamaica under Christopher's son, Diego. Fired by reports of the great wealth, particularly in gold, reported at various Gulf of Mexico points, he got official permission to explore from Friars of the Order of St. Jerome, at that time governors of the Indies under the Spanish King and sent four well equipped caravels under command of Alonzo Alvarez de Pineda, and our old pilot friend Alaminos. This was in the year 1519. Pineda spent almost a year exploring, mapping and sounding the entire Gulf coast from the south tip of Florida to Tampico, Mexico, including the delta and mouth of the great Mississippi, despite which, unaccountably, historians credit Hernando de Soto with discovery twenty years later. Pineda remained 40 days in the Mississippi delta. Pineda and Alaminos made a masterly chart of the whole coast, which was forwarded to the King and still reposes in the great Spanish archives.

(Thousands, perhaps tens of thousands, of documents, still repose in those treasure houses, not to this good day translated into English.)

This chart and voyage ended for all time the persistent illusion that Florida was an island. This chart and report, incidentally establishes for certain that Ponce de Leon, in his first trip up the Gulf Coast in 1513, traveled as far as Appalachee Bay.

Beyond any question the de Garay-Pineda expedition looked on the shores of St. Petersburg. De Garay applied for and received a grant to an area then called Amichel, extending from Pensacola to Cape Roxo in Mexico. The grant from the new Emperor of Spain specified in stern, vigorous language that enslaving, slaughtering and plundering the Indians must cease but instead that vigorous efforts be made to Christianize the natives. But love of Gold continued to dominate the explorers instead of a love of God. De Garay led two expeditions attempting to settle his

grant, failed, was finally captured by Cortes, and died in the City of Mexico.

While Vasquez de Ayllon, the great Spanish explorer and colonizer of the Atlantic Seaboard, was preparing the first of his expeditions, which witnessed two settlements on the Eastern seaboard of the United States, two failures, and the eventual death of Ayllon, Ponce de Leon undertook his second voyage to the Florida Gulf coast purposing to found a Colony. This one had official blessing before instead of after. But it too failed, de Leon losing not only the great fortune he had accumulated but his life.

Lowery says: Writing to Charles V, in a letter dated the 10th of February, 1521, he says:

"Among my services I discovered at my own cost and charge, the Island of Florida and others in the district . . . and now I return to that Island, if it please God's will, to settle it . . . I shall set out to pursue my voyage hence in five or six days.

From this it appears that Ponce still supposed Florida to be an island, as we see it represented in the so-called De Vinci map. Writing on the same day to the Cardinal of Tortona, he complained that he had expended all his substance in the king's service.

Following out the purpose stated in his letter, that same year Ponce embarked in two ships, with two hundred men and fifty horses, together with a variety of domestic animals and agricultural implements, and furnished his ships plentifully with powder, crossbows, and other arms. Monks and priests accompanied him for divine service and mission work; but misfortune was in his train. Landing upon the Florida coast, precisely where is not known, but possibly in the vicinity of Charlotte Harbor but more probably at Point Pinellas, where on his former voyage he had heard of the gold of the Cacique Carlos, he was furiously beset by the Indians while endeavoring to erect dwellings for his settlers. Ponce bravely led his men against them, was badly wounded by an arrow, and many of his followers were killed. Driven off again by the determined resistance of the natives, Ponce finally re-embarked with his people and returned to Cuba, losing on the way one of his vessels, which, with the armament, ultimately fell into the hands of Cortes. He died of the wound he had received within a few days of his return. His body was sent to Puerto Rico for burial.

Commenting on the failure of the expedition, Oviedo observes: "The time was not yet come for the conversion of that land and province to our Holy Catholic Faith, since it was allowed that the devil should still possess these Indians with his deceits and the population of hell be swelled by their souls."

The discoverer of Florida was a typical conquistador; he was active, enterprising, restless, experienced, and somewhat skeptical of common reports, if the negative evidence offered by his grants may be accepted, and the gossip of the time, which has survived to our day, and which ascribed his first

expedition to a search for the fountain of perpetual youth, his patents and grants make no mention of it.

All visitors to the Florida Gulf Coast report the Indians of that area had a little gold, to which they attached little value. A half lifetime of search by Montague Tallant, of Bradenton, indicates rather clearly that one of the Spanish treasure ships en route from Mexico City or Vera Cruz was wrecked on this coast, probably at Boca Grande. The Indians there had the most gold, those to the north and south of there in diminishing amounts the further from Boca Grande.

And then came Pamfilo de Narvaez, that courageous, tempestuous soldier of fortune, who started his military life in the new world as the Lieutenant of Diego de Valesquez, Governor of Cuba, in conquering that Island.

He was sent by the Governor to bring Cortes to heel, who had been commissioned by the King to conquer Mexico, under directions of the Cuban governor. Cortes had defied the Governor's orders — mostly in not sending to him a part of the enormous quantities of gold and silver and precious stones he seized.

Cortes easily outwitted Narvaez. He filled the pouches and purses of some of his soldiers with gold, had them infiltrate Narvaez's men as their leader was preparing for battle. These men said in effect:

"Look boys, the money is on our side. Come join us."

They promptly did. When Narvaez protested, charged among his men to discipline them, in the resulting scuffle he had an eye knocked out. Cortes threw him in jail, released him when he promised loyalty, which he gave and became wealthy from his share of the loot.

Returning to Spain he asked for and was granted a kingdom from the Rio de las Palinas to the Cape of Florida. As was the custom, he fitted out an expedition at his own expense, recruiting his men from Castile. Eager to get to the fabulous New Country of gold, volunteers easily filled his ranks.

On June 17, 1527, Narvaez sailed with 600 colonists and soldiers, Franciscan friars and negroes. The Spanish had found by now that the freedom loving Indians made poor slaves, often escaping, sometimes starving themselves to death or persuading a fellow slave to kill them rather than endure slavery. Vasquez de Ayllon had gone the summer before with a large following to colonize the Atlantic Coast, settling first at Cape Fear and then at the Pedee River, but both attempts failed miserably. His attempted settlement is notable for the fact that he first introduced negro slaves into America.

With Narvaez was Cabera de Vaca, treasurer, high sheriff and historian. His name signifies Cow's Head, bestowed on an ancestor for an exploit that enabled the King of Navarre to surprise and defeat an Army of Moors, who were invading his territory. A secret narrow defile was marked by the ancestor with the

skeleton of a cow's head to point the way. This de Vaca, a giant Moroccan negro and a third man were the only survivors of the de Narvaez expedition, their eight years of hardship, skill and courage which enabled them to travel on foot from North Florida to Mexico City, constituting the most remarkable saga of adventure of the entire Spanish exploratory period. De Vaca told the story when he returned to Spain.

After many mishaps and misadventures, including a disastrous hurricane in which two ships and sixty men were lost, the surviving four ships were approaching Havana when a second storm drove them North. The coast of Florida came in sight April 12, 1528. Sailing north the pilot failed to find the mouth of Tampa Bay for which he aimed, and the ships anchored off what is now known as Johns Pass or perhaps Blind Pass, on April 14, 1528. The big ships apparently did not enter Boca Ciega Bay (Boca Ciega means Blind Mouth in Spanish), and of course the name of Blind Pass carries out the same idea in English. Johns Pass as we now know it probably did not exist at this time.

The next day a landing was made at an Indian Village apparently with small boats. De Vaca reports there was a "long house" capable of housing more than three hundred persons. But the Indians had fled. Next day, April 16, 1528, de Narvaez landed officially and with great pomp and ceremony took possession of the land in the name of his King. This taking possession in the name of the King was an absurd appearing performance. The Commander would have his men on dress parade, round up a group of natives and read in Spanish a long legal document, carefully prepared long in advance in Spain, its purpose being to lay legal claim to the area for later diplomatic and military dealings with other nations and claimants.

There had been the usual controversy as to the landing site. Many favor a point in Clearwater Bay, a few Charlotte Harbor. However, in recent years historians have rather unanimously agreed on the shores of Boca Ciega Bay at the Jungle for the reason de Vaca, the historian, notes that on the first day's march, the course was northeast and the marchers "at the hour of vespers, reached a very large bay which appeared to sweep far inland."

A careful study of the geography discloses that at no other point on the Florida Gulf Coast can a person march Northeast from the Gulf and come to another "large bay," except along the southern end of the Pinellas Peninsula. In other words de Narvaez landed on the shores of Boca Ciega Bay in St. Petersburg and marched northeast to Safety Harbor.

In 1965 this landing point was very definitely nailed down to a very specific point by archaeological work and discoveries by a group led by Prof. Francis Bushnell of St. Petersburg Junior College, on the beautiful property of Mr. and Mrs. Harold Anderson, Lot 2, Block "E", Jungle Shores, as previously stated. Mr. and Mrs. Anderson who, in addition to noteworthy fame as gardeners and growers of tropical and sub-tropical plants and flowers, are devotees of Florida

history, readily agreed to large excavations in their yard after encouraging evidence had been found that white men had camped in this area many years ago.

In years past two old swords had been found in the huge kitchen midden Indian mound, the highest point of which is on the Anderson property, which mound has been carefully preserved by them. One sword was intact, the second consisted of the elaborate hilt and about 12 inches of blade. Both unfortunately were stolen.

Professor Bushnell found Majolica ware, China ware much in use at that time, metal and other hard objects, all being those associated with white Europeans. One object was apparently part of a pair of scissors. The Indians possessed no metals except a few gold ornaments believed to have been obtained in trade with peddlers from Northwest Georgia or the Boca Grande area.

The depths of the finds, keyed to pieces of recovered Indian pottery, the ages of which have been determined by skilled archaeologists over the past two decades by use of the carbon 14 method and by painstaking comparisons with tens of thousands of other pottery shards, fixes the date approximately at the time of the Narvaez expedition. At another point in this account the dates of beginning or end of occupancy of various major Indian mounds in the Tampa Bay area are set out.

Unanimously qualified authorities have accepted the Bushnell dig as the site of Narvaez' first encampment, a definite pin pointing rare in connection with expeditions of the Sixteenth Century.

The nearby Jungle Prado building in fact rests on top of a large Indian burial mound. This writer erected this building in 1923-1924 under the direction of P. J. McDevitt, father of City Attorney Frank McDevitt, and a founder of Pinellas Park. There were serious construction difficulties, notably building the foundations over a fresh water stream which flowed from a spring on the east side of Park Street. As the foundations were nearing completion this writer complained about the delay, whereupon Mr. McDevitt explained that in addition to the troubles over the stream he had been delayed because there were so many human skeletons in the way. So apparently several hundred dead Indians have their final resting place, marked and preserved by a rather impressive three hundred foot long building, architecturally Spanish in style, (1925 boom time Spanish, that is.)

This Anderson Mound is one of a complex of 23 mounds originally stretching from about 15th Avenue North along the Bay to the Seminole Bridge. Most have been destroyed in the processes of "urbanizing;" one at the Seminole Bridge, fully as large as the one at the Anderson property was largely used to hard surface 30th and 38th Avenues North when they were first built by the County in 1914 as a first hard surfaced route to Clearwater.

A considerable portion of the Mound complex is permanently preserved within Abercrombie Park, located between 37th and 39th Avenues and Boca

Ciega Bay and Park Street. Another portion remains largely intact in Parque Narvaez Subdivision, due to the public spirited cooperation of the young developers, R. G. Key, Jr. and Tom Hudson.

The two conical sand mounds however, located south and west of the Lighthouse Restaurant, were destroyed. Wm. Sears, Archaeologist formerly of University of Florida now Florida Atlantic University in Boca Raton explored them before removal. One of these mounds is certainly the chief's residence, mentioned in the account of the de Narvaez expedition.

We know that the name of the chief or cacique was Hirrahigua (this name, like most Indian names of that era, has a half dozen varied spellings.)

There was a permanent fresh water stream at what is now the Prado building, and another immediately behind (south of) the Lighthouse Restaurant, therefore the two huge kitchen middens were on the Bay shore adjacent, convenient to water, wood and food supplies.

The second conical mound was probably religious in nature. Between the two principal kitchen middens were (fragments remain at spots) several shell heaps, but there were a number of small ones of odd shapes, apparently mostly of sand, there being no expert archaeological description or explorations of them, which would have indicated their uses, by archaeologists. There has been too much "progress" in the area to leave any decipherable story.

Here at this teeming primitive community of apparently several hundred people, Pamfilo de Narvaez landed with his surviving 400 men and 42 horses. As will be seen these horses became vitally important in a few short months. And as for the 400 men they eventually dwindled to three.

After the absurd and bombastic ceremony of reading in sonorous Spanish the document to the uncomprehending Indians lurking behind trees and in the scrub palmetto, who understood not a word, Narvaez left his main body of men at the village — it was doubtless their camp litter as they rested and refurbished their gear, that Prof. Bushnell recovered — and with a small party marched northeast to Philippi Park, where he found another great community headed by a chief named Tocobago.

It was here that Narvaez found the bodies of 17 dead Spaniards, traces of gold, and indications that a ship had been wrecked and looted nearby. He then returned to his original camp and on a second short foray visited still another inhabited area, probably Point Pinellas or Weedon Island, or even Maximo Point, although the latter two had been abandoned by 1528 by the Indians.

A Council was then held on future moves. Pamfilo, true to his impetuous nature, was all for plunging ahead. Despite almost unanimous opposition from the other leaders, the Commander decided to march north.

The four ships were told to coast north until another good harbour was found and await the overland marchers. They found no harbour, doubled

back, found the entrance of Tampa Bay, searched the shores for the expedition, aided by a fifth ship which had tarried in Havana. Finding nothing they returned to New Spain (Cuba). The land expedition headed north on Sunday, May 1, 1528, after two weeks spent mostly on the Boca Ciega Bay shores, within the city limits of St. Petersburg. In two weeks the Withlacoochee was reached. By that time the men had been reduced to subsisting mainly on scrub palmetto buds and cabbage palmetto (Sable) hearts. Rafts were built to cross the river. Next the Suwannee; where the crossing was expedited by the loan of Indian dugout canoes from a group living on the river — probably at or near present day Old Town on U. S. 19.

After marching through the great forests of virgin cypress and pine beyond the Suwannee, the cavalcade reached either Lake Miccasukee, between Monticello and Tallahassee, or Lake Jackson or Bradford near Florida's capitol city. Here near starvation was relieved by a great quantity of corn found and seized in a small village of Hitchiti or Appalachee Indians, a branch of the great Muskhogean family spread between the Mississippi and Atlantic in the southern states, including much of North Florida.

The small army rested 25 days, by which time the seized corn had all been eaten; small forage parties ranging the area, found no more food to steal, were under constant harassment from arrows shot from concealment. Several men and horses were killed. The horses were eaten.

By then completely broken in morale and many too sick to walk, the men marched to the Gulf at St. Marks. Promised food supplies were non-existent. The ships weren't there. A third of the men were sick. They struggled on west to Appalachee Bay. Here it was decided to take to the sea in a desperate effort to reach Mexico.

With only one ship's carpenter the men made five pitifully makeshift open boats. The horses were killed, the meat used for food, the hides for the boat hulls over wooden ribs, the tails and manes and leather from small animals for rigging, the men's blankets for sails.

The forlorn crazy fleet set sail on September 22, 1528, there now being only 242 survivors. All boats were eventually lost or wrecked, de Narvaez being in the first one. The fifth reached a large island at Matagorda Bay near the Texas-Louisiana line when it was wrecked on November 6, 1528. Survivors of the third boat found those of the fifth, the total now being down to 80. Only 15 lived to escape from this island. After a winter of near starvation and suffering from cold — the men were naked by now — only De Vaca, another Spaniard named Oviedo and the huge Morrocon Negro, Estivanico, or Estevan as he was frequently called, survived.

Then a fantastic situation developed. Using hypnotism apparently and ritualistic hocus pocus, the three posed as healers of the sick and it worked. They became treated almost as gods, particularly Estevan. Tribes and groups fought to get them to stay with

them. They were too successful. After weeks of dissimulation they would manage to escape, only to be captured by the next group and held; and the whole process would unfold again. At the end of eight years of this fantastic existence they reached Mexico City. After a brief period of glory and renown Vaca had had enough, returned to Spain and perpetual fame from the great adventure book he inspired, which so faithfully and with such vivid description and detail reports the entire de Narvaez-de Vaca adventure.

But de Vaca lived out his life under an ill star. The Spanish Emperor received him well but vacillated. Three years before "rewarding" him with the governorship of La Plata and task of conquering the fierce Pariembos, the Paraguayan Indians, unconquered to this day, who inhabited the headwaters of the La Plata River. De Vaca had sought the governorship of Florida as successor to the perished Narvaez. The La Plata expedition failed. Impoverished, de Vaca was cast into prison, remained there six years, banished to Africa, died where, when and how, nobody knows. In earlier days the penalty of defeat for public servants was usually death; today a pension.

As for the Negro Estavan, he capitalized well on his fame, as a fawned upon hero he led two great exploration expeditions into California, Arizona and New Mexico. But he finally overplayed his hand. On the second he had become so arrogant in his treatment of the Indians, at one large town the inhabitants mobbed him and lynched him.

To return to St. Petersburg, a ship eventually arrived at the original landing site from Havana, despatched by de Narvaez's wife (she was his widow, but as yet did not know that,) to search for the expedition. Anchoring in front of the original point of departure on the land march the men aboard thought they saw a paper in a cleft stick on the shore.

Surely a message from Pamfilo! Two priests were rowed ashore by an 18 year old youth, Juan Ortiz. As they stepped on the beach, Indians hidden in the dense growth, rushed out, slaughtered the two priests forthwith and took Juan before Hirrahigua as prisoner.

Then began the episode that has spawned a half dozen books and romantic tales of every shade of sentimentality and fantasy. Operas have been written, poems sung, fables spun — the great, tender romance between Juan and "Princess" Hirrahigua.

The truth is Hirrahigua tortured the boy, enslaved

him, assigned him to K.P. and the detail to guard dead bodies against the ravages of wolves at night and incursions of buzzards by day. The Indians exposed dead bodies on high platforms until only skin and bones remained before being buried. Eventually he escaped, took refuge with a nearby Chief, probably at Pinellas Point or Philippi Park; probably Philippi, where he was rescued in 1539, after 10 or more years captivity among the Indians.

The prosaic known facts are that the hot blooded Latin and the girl became infatuated and involved. The Council voted to kill the boy. This was in strict accord with the moral code of these aboriginal people. If a pair transgressed, there were three possible punishments; torture, banishment or death.

The girl's entreaties and those of her mother and others persuaded the Cacique to cancel the death penalty but his treatment of the boy became so abusive and painful that the couple fled to a nearby tribe between whom and Hirrahigua's group there was bad blood, and there they were allowed to remain.

For almost three centuries many learned historians fully suspected that the very, very clever John Smith stole the story up Virginia way, sold Pocahontas on the idea, wrote a book, and went on to fame and fortune. And they thought therefore that most of the rest of John's tall tales were of whole cloth.

But recent research has confirmed that facts check from other reliable sources, with the fabulous claims of the famous John Smith, which proves that maids and men and their ways differ but little be it in Florida or Virginia. John Smith just had a better gift for publicity and dramatics than did Juan Ortiz.

But the local Little Theater might with great pleasure to the tourists and profit to the local economy capitalize on the local romance, which did actually happen here in St. Petersburg almost 450 years ago.

The Juan Ortiz story is the logical introduction to the landing on Tampa Bay — of the greatest explorer and the most ambitious exploration adventure of them all; Hernando de Soto on his start on a three year march from Espiritu Santo Bay (the name he gave to Tampa Bay) to his burial in the great Mississippi River. The space of time was almost exactly three years. The landing on Tampa Bay, May 30-31, 1539; his death May 21, 1542. He was buried in the Mississippi a few days later.

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Chapter V

DE SOTO — THE GREATEST EXPLORER

*"And Lo! Abou Ben Adhem led all the rest."
Leigh Hunt*

Hernando de Soto was the Greatest of all the Spanish explorers. He was a military genius, one of the greatest soldiers of his time in Europe. There is much persuasive evidence that de Soto made his landing for the start of his great exploratory adventure at Pinellas Point.

He was born in Villa Nueva de Barcarrota about 1500, the son and grandson of persons of noble birth. Or so said all the historians for slightly more than 400 years. But noble or no, his parents were poor and Hernando sought his fortune in the new world equipped only with a sword, ambition and courage. For almost 20 years he fought and traveled and learned in the West Indies and South America, going soon after reaching the new world to Nicaragua with Pedrarias de Avila. He married his daughter Dona Isabel.

De Soto eventually joined Pizarro, ended up second in command for that great soldier and looter. He was in command of the expedition which captured the Mountain Capitol of Peru and the Inca Atahualpa (Emperor of Peru) and received a financial reward which enabled him to return to Spain with more wealth than any other, up to that time, from the conquest of the Americas.

But let us return to that matter of the great man's birthplace. Villa Nueva de Barcarrota has well nigh unanimously been deemed the birthplace of de Soto. In fact the Conquistadors of Bradenton, who have made almost a religious cult of the explorer, in recent years adopted Barcarrota as Bradenton's sister city. A dozen Conquistadors made a pilgrimage to that city, erected a monument to their hero.

Then to the confusion of historians and particularly the Conquistadors, Spain's greatest, contemporaneous historian recently published conclusive evidence that an entirely different city, in a part of

Spain distant from the supposed birthplace, had that distinction.

The actual birthplace, says Don Miguel Munoz de San Pedro, the historian, was Jerez de los Caballeros. He then proceeds to document his statement beyond dispute. The Florida Historical Quarterly, Volume XXXIV Numbers 1 and 2, August, 1965 details the facts. A part of that article is now quoted:

"This note about Hernando de Soto's birthplace is due to the inquiries about him by a group of American visitors from Florida. The following statement is an evaluation of the data on this subject.

"That Hernando de Soto might have been born in Villanueva de Barcarrota, as has been said, is an assumption based on the Historia de la Florida by the Inca Garcilaso de la Vega. In that work appears a casual note without documentary or bibliographical proof, saying merely that Hernando de Soto brought from Peru the sum of a hundred thousand ducats with which he could buy in his native town, which was Villanueva de Barcarrota, much more land. A similar note appears later in the text.

"This is the only mention of Barcarrota as Hernando de Soto's birthplace and it is without a shred of documentary support. It was simply copied by Herrera and Solano de Figueroa. Nevertheless, as this statement remained uncorrected through subsequent centuries, it was finally accepted as correct. One writer copied it from another, and in the past century it received its official confirmation, so to speak, by default.

"The main defender of this hypothesis in the past century was D. Luis Villaneuva y Canedo, a native of Barcarrota and a Senator. He was a prominent person of great influence and dignity, as well as a serious amateur historian, devoted to the history of his native province. He became a correspondent of the Royal Historical Society and vice-president of the provincial monuments commission of Badajoz.

"The first result of his local patriotism was the erection in 1866 in Jerez Barcarrota of a statue to Her-

nando de Soto; his second contribution was the publication of his *Estudio Biografico* about the Florida hero, published in 1892, in which he dedicated his efforts to establishing Barcarrota as the birthplace of de Soto.

"An impartial study requires, first of all, an assessment of Garcilaso's statement, the only one which mentions Barcarrota. Garcilaso was, without doubt, a serious and truthful author whose works are of primary importance for his native Peru. As for Florida, although his contribution is valuable, one must remember that he based his book on references to other works, as he himself admitted when he mentioned a mysterious source whose name he does not give. Moreover, he writes at some chronological distance from the facts. Hernando de Soto died in 1541, and the work of the Inca was written in 1587, forty-five years later; it was published in 1605.

"Another chronicler who participated in the expedition to Florida and who is therefore a more immediate source, was the Fidalgo de Elvas whose *Relacion* was published in Portuguese at Evora in the year 1557, during the lifetime of its author. This work, which points elsewhere for the birthplace of the illustrious Adelantado says: 'The captain de Soto was the son of a Squire of *Jerez de Badajoz*' which was the name of the city of *Jerez de los Caballeros*.

"This fact, although known to scholars, did not gain currency in Spain, because the text of the *Relacion* remained untranslated until only recently when I brought out the Spanish text for the first time in Buenos Aires in 1952 (and a second edition in Madrid in 1954.) There are therefore two pieces of different data, one an inference and one the report of a personal witness. These form all the extant bibliographical material since all subsequent statements are only copies.

"There is, however, further and more explicit documentary material concerning de Soto which has been ignored for centuries until after the appearance of the work of D. Luis Villanueva in 1929, the year in which Solar and Rujula published their book: *El Adelantado Hernando de Soto*. These authors did not hesitate, in view of the documents, to preface their book with the following dedication: 'To the very noble and loyal city *Jerez de los Caballeros*, cradle of the celebrated Adelantado Hernando de Soto.'

"I expressed the same opinion in my two editions of *El Fidalgo de Elvas* and in my book *Extremadura*, where after a description of the statue to Hernando de Soto I add this commentary: 'Due to an error this monument was erected to a famous man presumed to be a son of the town, but the fact is that the documents do not permit repetition of the statement that this hero, one of the gods of Extremaduran mythology, was born here, but rather that he was born in *Jerez de los Caballeros*.'

"Let us see what the documents have to say about this question. The first is the record of the Adelantado's admission to the Order of Santiago, which is preserved in the National Historical Archive, classified

as number 7.855. It is dated 'Santiago 1538,' El Adelantado Hernando de Soto, native of *Jerez*.'

"The royal Cedula of the Emperor Charles V, given at Valladolid on the 28th of March, 1538, commanding that proof of nobility be given, states that such proof would be found 'in the city of *Badajoz*, where the said Adelantado Hernando de Soto is said to have been born.'

"On the 13th and 14th of April, 1538, before the priest of Colon, in the domain of the Maestrazgo of Santiago, Con Juan de Mexia, nine witnesses were heard and their testimony registered. All of them stated that they were personally acquainted with Hernando de Soto and had known his parents before their death. Three deponents, Alvaro Romo, Alonso Gonzalez and Alonzo de Medina, said that they knew them well and that they had 'seen and met them and conversed with them.' (*de vista y trata e conversacion*). This is therefore valuable testimony given by well informed persons living in the same locality. Suero Vasquez de Moscoso, a regidor of Badajoz makes the following statement: 'that he knew the said Adelantado *Don Hernando de Soto* and that he was born in the town of *Jerez*.'

"Another witness, Hernando de Leon, while testifying to his acquaintance with de Soto said: 'I knew the father and the mother of the said adelantado whose names were respectively, Francisco Mendez and Leonor Arias, and I knew that they lived in this city of Badajoz and in the city of *Jerez*.'

"Finally we have another decisive document, also kept in the Archive of the Indies in the same place: the will given by de Soto in San Cristobal de la Habana before secretary Francisco Cepero on May 13th, 1539. Its opening provision reads as follows:

" 'First, I order that if God removes me from this present life — if it were by sea — I command that my body should be so kept that it could be carried ashore where our Lord should be served to let them make port, and if there should be a church, or a church were to be built, that there it should be deposited until such time as arrangements could be made to send it to Spain, to the city of *Jerez* near Badajoz, where it should be buried in the sepulchre where my mother is buried; and I order that in said church of San Miguel there be bought with funds from my property a site for a chapel to be built, dedicated to our Lady of the Conception.' "

This disclosure understandably created embarrassed consternation in Bradenton. After much fevered private conference the Conquistadors decided they would simply ignore the whole thing, which they have done. So as far as Bradenton and Manatee County are concerned de Soto was born in Villa Nueva de Barcarrota and not in *Jerez de los Caballeros*. And thus are major historical errors repeated and repeated century after century.

Says Elvas, who accompanied him; "de Soto was at that time in the flower of his age, of a fine presence, being a little above the medium height, and having an agreeable though somewhat swarthy face. He was a

skillful horseman, dexterous in all warlike exercises, of strong constitution fitted to endure hardships and of ripe experience in the conduct of Indian campaigns."

At the Court of Emperor Charles V, de Soto was a sensation. But he soon tired of the glitter and pomp and intrigue of that; then the greatest of the Courts of Europe.

He asked and received what he asked; Governorship of Cuba and Florida (and "Florida" then meant all the present Southeastern United States from Mexico to the Atlantic north to Cape Fear, covering 12 degrees of latitude). He was authorized in a contract signed by Charles V to "conquer, pacify and people" Florida. He was allowed to import, duty free, 100 negro slaves, one-third of whom must be women, and place half in Cuba, half in Florida. He was to get half of all treasure found, 16-2/3 of all ransom money (a form of extortion developed to a fine point by Cortez and Pizarro,) 80 per cent of all else. He also was granted any land he desired except a seaport or the province's capitol 12 leagues square. Leading to utter confusion and rendering analysis of early reports of explorations well nigh useless, the league had great variations. One Spanish league measured 4.214 miles, another 2.634; in England 3; France 2.764; Portuguese 3.84. Students think early accounts reflected a usage of between 3 and 3.46 miles. Using 3.46 miles the de Soto grant would have encompassed approximately 1,103,340 acres, an area 20 times larger than St. Petersburg and about 5 times the size of Pinellas County.

He was allowed 500 soldiers, plus the king's bookkeepers, priests, camp followers and servants. The expedition must start in one year. An oddment, lawyers were forbidden in the new province of Florida. It was signed April 20, 1537.

Three months after this signing de Vaca returned from his eight year trek from Florida to Mexico and dazzled the world with his gilded and romanticized stories of his adventures.

He pictured the new land as rich in treasure. These tales added to de Soto's great exploits and wealth gave the new governor the pick of the elite of Spain and Portugal in both a military and a social sense.

In the end he was oft embarrassed with too many generals, too few private soldiers, nonetheless he set sail April 6, 1538, 14 days before he would have forfeited his contract by non-compliance, — from the port of San Lucar, Seville, Spain with seven large and three small vessels, over six hundred soldiers; the largest and best equipped fleet ever to sail from Spain on an exploratory expedition.

Arriving at Santiago de Cuba a month later de Soto added horses and other equipment including "Cassava bread, salt meat and swine, and additional recruits, Spaniards, Negroes, Indians and domestics;" of these horses 213 were debarked on the shores of Tampa Bay.

De Soto visited all cities in Cuba, set up headquarters in Havana, named a deputy governor of Cuba, and leaving his wife Dona Isabel there, set sail for Florida on Sunday, May 18, 1539.

Prior however, de Soto had wisely sent his pilot, Juan de Anasco to seek a landing port on Florida's Gulf Coast. In two trips Anasco spent a total of ninety days exploring Tampa Bay to learn, among other things, the best landing spot. He had two pinnaces (oversized rowboats also equipped with sail,) and a larger mother ship and 60 men. He returned with two captured Indians to act as interpreters, who promptly escaped when the expedition landed.

There — wherever it was — de Soto prepared to land. He arrived off Egmont May 25, spent three days getting inside, because of adverse winds. He started debarking men, horses and supplies the last day of May, 1539, finished that job in time to take formal possession of the land in the name of the Emperor on June 3rd. This was the third such ceremony, involving Florida, Ponce de Leon and Pamfilo de Narvaez having already done so twice in the self same area.

Actually landed from nine vessels were 600 lancers, targeteers, cross-bowmen and arquebusers, 213 horses, greyhounds, swine (who made the entire trip), priests, Dominican friars, a surgeon, a cooper, a ship's carpenter, caulkers (no lawyers). Equipment included portable forges, chains and slave collars and vast quantities of food, arms and armament, tools and medicines.

Fairbanks, the first notable modern historian to detail the story of de Soto, says he landed at Gadsden Point (Mac Dill Airbase).

Fairbanks, by his choice of Gadsden Point, started a controversy that still rocks the world of Florida History.

Just where did de Soto land and where did he set up his base where for some six months he left most of his supplies and some 60 men?

More than forty years of study and research has convinced this writer that Hernando de Soto first gathered hay for his hungry horses on Mullet Key (Fort de Soto Park); landed his horses, part of his supplies and men on Pinellas Point, partly marched, partly boated to Bay View (near Kapok Tree Inn and considerably south of Philippi Park) where he made permanent camp and from which point he launched his epic march through the southeastern United States to his eventual death near the Mississippi River.

Bradenton Conquistadors are fantastically and with closed minds wedded to Shaw's Point and Terra Ceia as landing site and camp. Schell and others say Charlotte Harbor and Fort Myers. Even Pensacola has been favored by one or two. But without further argument, for the purposes of this chapter, the Pinellas Point-Safety Harbor sites will be assumed.

The rest of the de Soto adventure is rather generally agreed on. The explorers crossed the Withlacoochee River, the Suwannee, camped somewhere for the winter in the Tallahassee area, went northeast to Westlake, Georgia; (near Savannah), to Silver Bluff, South Carolina; to Burns Island, Tennessee (over mountains) to Coosa, Alabama, to Pontotoc Ridge, Mississippi; to the Mississippi River, to Little Rock, Arkansas; back to the Mississippi by

another route; to Ferriday, Louisiana; (here the youth, Juan Ortiz died); (shortly thereafter Hernando de Soto died); to the Red River near Shreveport, to Trinity River, Texas — some 2,634 miles, in 256 marching days or about ten miles a day. Then the survivors, demoralized with their great leader dead, built boats, descended the Mississippi River, and skirted the Gulf Coast to Mexico and eventually to Mexico City. Over half the men survived! The best record of any of the explorers.

It is difficult for moderns to visualize the meaning of that march in terms of sweat, fortitude, skill and unswerving drive. The travelers literally carried on their backs, or that of their horses and Indian slaves their all; arms, clothing, food, supplies, loot, and they walked through wild land without roads, or charts and often deliberately led astray by captive guides. Day and night they were subjected to attack from determined, skillful fighters often at odds of ten to one who would give no quarter.

Graphically illustrating the contrast of the ardors of travel in 1539 with 1965 is the incident of de Soto deciding, while camped near Tallahassee, to abandon his supply base on Tampa Bay. On October 17 Anasco started south with supplies and 60 men, accompanied by 30 lancers on horseback. They reached Safety Harbor eleven days later. Calderon, Camp Commander who had been left for six months with 30 horses and 50 men, and practically all supplies and equipment, was instructed to bring what supplies he could and give large quantities of these supplies and equipment to the Indians and burn the balance. Some of these gifts may well be the source of many of the European artifacts which have been found in Pinellas County.

They were given to members of Moscoso's group, who had fled their village, and could have removed to the shores of the Bay at Clearwater and other spots. To exist, under their food and supply habits, they had to live on or near shallow bays. That's where their principal food supplies came from.

The return trip to Tallahassee partly on foot and with heavy packs, took thirty days. Today the Commander would radio his message, the men and all the supplies would be flown in, in a matter of hours.

Soto proved as skilled at administration, inspirational leadership and judgment as at war. By instinct he seemed to use force when that was best, diplomacy when that paid better. To sustain morale of his men he used firmness, harshness, flattery, praise,

even the deceit of concealment of bad news with instinctive timing and timeliness.

The great leader marched further, lost relatively fewer men than any other early explorer — about half survived, and yet de Soto died of a broken heart. The chroniclers said he died of a fever. But he who had conquered a nation in South America, numerous tribes in North America; succeeded where others failed; accumulated more riches than any other of the explorers, could not conquer his pride, could not survive defeat of his ambitions. When he knew his purpose had failed; his men driven only with the obsession to escape the wilderness and to survive rather than do his will, he lay down and died.

Had his train been heavy with gold and precious stones he would have marched at the head of his troops to Mexico City.

History credits de Soto with discovering the Mississippi; erroneously just as it credits Ponce de Leon with discovery of Florida. Several official explorers had seen the mouth of the river and traveled a considerable distance up it.

De Soto had the advantage of having more or less competent observers and writers who reported without romancing and knew where they had been. His expedition was official. It was recognized at court.

The others didn't know where they were; some concealed what they did know. Others later by comparison, deductions and surmises, figured out their trails. But de Soto knew where he was. His men reported meticulously where he went. He got the official credit.

In perhaps unconscious admiration for the ability and courage of the men the historians have unanimously awarded him a richly deserved immortality by nominating him as the discoverer of the "great river;" and ignoring those who actually had been there before him.

He fully paid in coinage of courage and skill for his large page in History. That it cost him his life, desolated his family, grieved his friends matters little now, for the world envied him his adventures, admired his courage and skills, made him one of the immortals.

For the Record: It seems fitting to record the meagre known or generally accepted facts about the great de Soto fleet that sailed into Tampa Bay in 1539. See table on this page.

Vessel	Size	Commander
San Cristobal (the flagship)	800 tons	Hernando de Soto
La Magdalena	"no smaller"	Nuno de Tobar
La Concepcion	500 + tons	Luis de Moscoso
Buena Fortuna	"equally as large"	Andre de Vasconcelos
San Juan	"another large ship"	Diego Garcia
Santa Barbara	"another large ship"	Arias Tinoco
San Anton	"a small galleon"	Alonso Romo de Cardenosa
(not named)	"a very fine caravel"	Pedro Calderon
(not named)	Two pinnaces (vergantines)	

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Chapter VI

THE VACUUM OF THE DEAD; A MARTYRED SAINT; A MAROONED SAILOR; A MASTER SOLDIER; A MASS MURDERER.

When Hernando de Soto started his march north from Tampa Bay in 1539, the parade of pageantry, military might and bold men in frantic search of sudden wealth and glory came to an abrupt end. It was replaced almost totally by a vacuum of silence and death that lasted almost three centuries. That silence was finally broken by the rumble of drums and preparations for another war as ownership of Florida passed from Spain to the fledgling United States of America, in 1822. However, there were brief glimpses of this peninsula that should be noted.

The Martyred Saint

The first chapter in the sombre parade of death started with a bizarre and piteous drama of religious fanaticism. Principal actor was a Dominican missionary, Fray (sometimes spelled Frey) Luis Cancer de Barbastro, a native of Saragossa or Zaragoza. (This word was the one that evolved into the place name Sarasota. Mostly, in early American records, in referring to this place, the word is spelled Zara Zota. There were many variations in its spelling.)

Fray Cancer had come early to the new Spanish world. He knew well and painfully the oppression and brutality Spaniards practiced on the natives.

Attitude of Conquerors

From a background of formalized, over ritualistic and rigidly dogmatic religious beliefs and rituals the wealth crazed invaders evolved a now nearly unbelievable attitude. They came with a sword in one hand, a crucifix in the other. "Accept God, as I understand him, or die," they said. "Bow before the Cross — and submit your neck to the drudgery of slavery." That was the way it was, as unbelievable as it now seems. Church and state were all powerful. Men, no matter how mighty or humble their rank or project, needs must at every turn claim they acted "for the Glory of God and in the service of your Gracious Majesty."

Serving his master in Guatamala and Chiapa, Vern Paz and Mexico City, the Fray Cancer saw and heard

happenings that sickened him. He became the great champion of the Indians. He urged one and all to treat them with gentleness and patience.

He knew that the Indians of Florida were relatively unmolested as yet by the Spaniards and there grew in him an obsession that it was his destiny, his duty, to devote the remainder of his life to them. He convinced a fellow monk, Padre Frey Gregorio de Beteta of the merit of his desire. They convinced others in the Catholic Church organization in Mexico and it was decided Friar Cancer would go to Spain to plead his cause.

At the Spanish Court in Valladolid he and his companion got a hearing in April, 1547 with the Council of the Indies (administrators for the West Indies, Mexico and South America) and Prince Philip, and the request was approved. An order was eventually sent to the viceroy of Mexico to provision and equip Fray Cancer and his party and to gather up all the Florida Indians who had been sold into slavery from that country and return them to their native land and freedom.

Voyage to Florida

Padre Fray and his associates, Fray Gregorio de Penalosa, Fray Juan Garcia and a lay worker named Fuentes went to Havana where the governor of Cuba supplied a vessel, named Santa Maria de la Encina; a pilot named Juan de Arana, an Indian woman interpreter named Magdalena (supposedly a convert to Christianity), crew and supplies. They sailed for Florida's Gulf Coast. They sighted land on Ascension Day, 1549 and the next day landed on a small island, probably Passage Key. Next day they moved into a bay, which was obviously Tampa Bay, although because of a long series of unhappy encounters with the Tampa Bay Indians, Fray Cancer had ordered the pilot to seek another port. However, because supplies were running short and the sailors were becoming restless, he decided to proceed.

It should be added that beginning with de Leon, Indians had been captured and many taken to Havana

where promising ones were educated, particularly in religious matters.

First the pilot, Juan de Arana, Fray Luis and Fray Diego, Fuentes and the Indian woman Magdalena, went near shore in a small boat, apparently on Mullet Key. They saw Indian huts but no Indians. Fray Diego went ashore and climbed a tree, whereupon some 15 or 20 Indians appeared and acted friendly. Fuentes and Magdalena joined Diego. Fray Luis leaped out of the boat in waist deep water and waded ashore.

Reaching the beach he knelt down and prayed for grace and divine help — perhaps the first religious service in Florida in which the Indians joined free from the compulsion of swords and overwhelming military might.

Priests Disappear

The Indians seemed so friendly. Fray Diego, Fuentes and Magdalena remained with them while Luis returned to the ship for more presents.

When he returned the two priests and Magdalena had disappeared. Suddenly, one of the sailors with Luis was also seized and taken away. He waited until sunset but none of the four returned.

Next morning Luis and Gregorio returned but there were neither white nor red men to be found. Then the ship entered further into the bay and spent some 16 days searching for the members of their party. The Indians had said they were from another part of the bay.

On Corpus Christi Day, Fray Luis and Fray Juan went ashore and said mass. The next day it was decided to leave the bay. At this point an Indian appeared bearing a staff with white palm leaves (the heart leaves of the cabbage palmetto, doubtless) followed by another Indian crying out in broken Spanish: "Friends, friends, good, good. Come here, come here. Sword, no, sword, no."

Fray Luis, who had learned their language, in preparation for his mission, replied in their tongue: "We are good men."

Then Fray Luis, Fray Juan and Fray Gregorio, who had joined them, went ashore and were handed the peace token wand with the white palm leaves. The priests then asked for the return of their four companions and to this the Indians agreed. The Indians made the Spaniards presents of fish and asked for a cross, which was given to one of the men. He carried the cross to a naked Indian woman standing some distance away, who kissed it. She turned out to be Magdalena, who had obviously promptly gone native. But she told the three priests that the three white men were prisoners in the house of the Cacique but she had assured them these were peaceful monks come to preach Christianity and not soldiers to enslave them.

Full of joy, the priests returned to the ship, expecting to recover their friends on the morrow only to receive shocking news, which would have saved their lives, had they acted on the new information.

One Juan Munoz, one of de Soto's soldiers, who in 1539 had been captured by the Indians and held cap-

tive for ten years, had escaped and reached the ship in a canoe to report that the Indians had killed Fray Diego and Fuentes but that the sailor was still alive.

Incidentally, this escape was entirely typical of the experience of this day. Perhaps not an expedition landed in Florida during the exploration period that one or more of the white visitors were either captured, lived peacefully or at least safely with the Indians, who were peaceful by nature, and normally had an attitude of awe or admiration toward the white men. In fact, there were numerous instances of the expedition members voluntarily deserting to join the Indians. These prisoners or deserters turned up almost invariably when another expedition landed. Also as frequently Indians were found who spoke Spanish, more or less effectively because of having been slaves in Cuba or various of the West Indies islands, who had escaped or had been returned. Then there were religious trainees, such as the Magdalena in this episode.

Instead of following a course of safety and prudence, Fray Luis felt it was his Christian duty to again go ashore and either rescue or confirm the death of his companions. The other two priests urged him not to go. But he insisted.

The next day, Monday, St. John's Day, he spent writing letters and an account of the happenings until then, (this account is briefed from his report) and arranging the articles he would take with him. Tuesday was stormy and the small boat could not be used.

Wednesday, June 26, 1549, Fray Luis was rowed ashore. Indians standing on a hillock (in all probability the religious mound Ed Wright preserved by giving to the city as a park) ran to the main body of Indians assembled nearby, armed with bows and arrows, spears and clubs. Undeterred by these hostile demonstrations the brave and obsessed priest approached the hillock. But let an observer, Davela Padilla, finish the story:

"As he neared the hillock, he threw himself upon his knees; in a few moments he arose and approached the hillock. An Indian came and embraced him, then taking him by the arm he urged him forward with some haste. A second Indian followed him, and then others, who pushed him to the foot of the hill. One of them seized his hat and snatched it from his head, and another struck him on the head with a club and knocked him down. 'We were very near, so that we saw and heard very distinctly what they said,' adds Fray Gregoria; 'then he gave a scream, 'Hay vala,' but they did not let him finish, and so many rushed upon him that they made an end of him there.' The Indians next turned their attention to the boat, attacking it with a shower of arrows, but the crew contrived to escape and regain the ship not without fear of being pursued by the savages in their canoes."

The Marooned Sailor

One of the white European sojourners in Indian Florida, played more than a minor part in the next episode. He was a ship wrecked lad named Hernando Fontanedo.

Hernando de Escalante Fontanedo when 13 years old was in a ship wrecked off the Florida Keys in the Atlantic about 1551. He was born of Spanish parents in Carthage and was enroute to Spain in a ship with a semi-annual treasure fleet to be educated. He lived a number of years—he erroneously says seventeen—with the Indians, a captive, yet free to move from place to place for he was obviously familiar from personal observation with the Indians centered on Miami, Ft. Myers, Tampa Bay and Central Florida. He says he never visited the East Coast Indians of Central Florida, the Jeaga (Hobe Sound and West Palm Beach), the Ais (Canaveral) or the Mayaca (Daytona).

In addition to a down to earth description of the Florida Indians, their personal appearance, their language, their clothes, their food, Fontanedo is solely responsible for giving Tampa its name. In giving names to the various main groups under one strong chief like Carlos (Father and Son) of Ft. Myers, who were overlords during the period of the Spanish Explorers, with whom we are now concerned, he gives the names of the smaller groups or tribes and the principal towns.

He names Tampa as a large town at the head of a large bay on a river. (He however spelled it TANPA.) Although de Soto had named the bay Espiritu Santo only a decade or so previously and the Fontanedo narrative was obscure and the de Soto saga world famous, the English tongue as evolved by the genus Florida Cracker took more kindly to the word "Tampa" than the phrase "Espiritu Santo," so the former survived.

And to Fontanedo we are indebted for the name "Tocobaga" for the overlord chief and ruler of the Tampa Bay Indians and for the relatively large tribe at Philippi Park (the records on this are conflicting and uncertain).

Fontanedo was rescued and reached Spain. Because of his great knowledge of Florida, Pedro Menendez de Aviles, whom you will meet in a page or two, persuaded him to return to Florida and he was an active figure in many adventures; particularly one involving Tampa Bay, with Florida's first Governor. Those tumultuous years he also survived to return again to Spain, when he finally wrote his famous letter, the first intimate eye witness account of the original Florida Indians. In his travels he undoubtedly once trod the land that now constitutes the City of St. Petersburg.

A Master Soldier

Pedro Menendez de Aviles, Florida's first Governor during the 257 years of Spanish rule (not deducting the 20 year hiatus of 1763-1783 when the British flag flew over Fort Marion at St. Augustine) was un-

doubtedly its greatest. He was a remarkable man. Remembered most vividly, and with hate, for his merciless slaughter of hundreds of unarmed French Huguenots at Fort Caroline on the St. Johns River and on the Beaches at New Smyrna and for the founding of St. Augustine, the nation's oldest City, and its Fort Marion; never captured in battle; his other exploits were much more significant and in fact, materially shaped the course of History and Empire in Europe.

But he belongs in these pages by benefit of staging on the waters and shores of Tampa Bay perhaps the most picturesque and dramatic spectacle this colorful State ever witnessed. The principal operators were some 1500 Indian warriors in full battle dress, a great portion of them at the time being residents of what is now St. Petersburg.

Menendez was the greatest military genius of the generation in Europe, skilled in both land and sea warfare; his Emperor, Philip, made him at differing times head of his land forces, then of the Navy, awarded to him the unusual title of Captain General and put him in charge of all military affairs on both sea and land in the new world.

The French and British were not only contesting with Spain for control of the lands of the New World, their ships both private and governmental, were feverishly scouring the seas to capture Spanish ships returning to Spain with precious metals, jewels and other forms of wealth. The constricted and treacherous Bahama Channel between Florida and the Bahamas was the most logical area for piracy.

The French realized this first, established Fort Caroline on the St. Johns river. Menendez destroyed this fort and established St. Augustine on March 20, 1565 and started Fort Marion, which stood unconquered for 257 years until ceded to the United States in 1822. More importantly the fort kept the English and French out of Southern North America and all of South America for that same period of time.

The shrewdest move of the new governor was to gather the huge, clumsy and helpless treasure galleons into semi-annual or annual fleets, heavily protect them with armed naval vessels and escort them safely to Spain. Thereafter their only serious danger was from hurricanes, which destroyed and sunk ships bearing in toto hundreds of millions in gold and other treasure. In addition he made peace with all the Indian tribes, built a string of forts and missions as far north as Chesapeake Bay and then turned his attention to the Florida peninsula. First he built forts and missions near the present sites of Miami and Fort Myers, and then came to Tampa Bay.

And he did all of this within two years! In addition he did an almost unbelievable thing. When court intrigue in Spain threatened his program, no regular ship being available, he took a small open boat, operatable only with oars, a handful of men, and had himself rowed across the Atlantic, dramatically and suddenly appeared at Court, and confounded his enemies.

Then came the Tampa Bay spectacle at Safety Harbor.

Two reasons brought it about. Cacique Carlos at Fort Myers and Tocobago at Safety Harbor were in a power struggle and each had many prisoners taken from the other and Pedro wanted peace among the Indians and between them and the Spanish as a practical aid to his administration of government.

The second reason was more important. He, along with most Spaniards before him acquainted with Florida, believed it to be an island and he desperately wanted to find a water route from gulf to ocean to avoid the dangers of the Bahama Channel from man and the elements for the semi-annual Plate Fleet voyage. He was told by the Indians there was a river by-pass, and indeed for their light canoes there was a practical route — in fact two — (1) St. Johns-Oclawaha with a portage to the Withlacoochee (how Pedro would have loved the now abuilding Cross-State barge canal!); (2) St. Johns-Kissimmee River-Lake Okeechobee-Calusahatchee.

So he dropped in on Carlos at Fort Myers with seven small vessels and 150 soldiers where he already had a fort and a mission. Seeing all this power and wanting it to go away, Carlos told him the cross-state passage led out of Tampa Bay, or Esperitu Santo, as de Soto had named it, so Pedro invited Carlos to go with him and the Chief went, hoping he could persuade Menendez to aid him in crushing Tocobago at Safety Harbor.

The little fleet reached the mouth of Tampa Bay in the late afternoon but contrary to almost universal custom, Menendez did not anchor and wait until morning to enter. With the broad deep entrance and vast areas of continuous deep water all the way to Safety Harbor and a skilled Indian pilot Carlos had brought along, he dared to sail up the bay at night, arrived safely at pre-dawn after logging the 20 leagues (about 50 miles) from the usual anchorage 2 or 3 leagues off-shore to the anchorage off Bayview.

Tocobago and his tribe were thunder struck to see what they thought was another slave hunting expedition and fled to the forest in terror. But with the aid of a Portuguese sailor who had been Tocobago's prisoner for six years, Menendez persuaded them to return. After some touchy negotiations at long distance between the two Indian Chiefs, the bellicose and treacherous Carlos creating most of the trouble, a treaty of friendship was arranged.

Tocobago asked for a day's delay before signing, which was granted. To the astonishment of the Spanish and the consternation of Carlos, next morning 1500 Indian warriors in full battle array were drawn up on the shores of Old Tampa Bay to receive the visitors. Carlos was in such a rage and panic, thinking it a Menendez betrayal, he actually attacked some of the Spanish soldiers, had to be physically restrained, to his further enagement.

Menendez solved his dilemma by thanking Tocobago for the show and then asking him to dismiss his army and then with a few of his leaders receive Carlos and him and their principal men ashore in a peace talk. And this meeting took place one April day

in 1567 under the huge spreading oaks of Safety Harbor. Among the 1500 warriors were of course several hundred from the Jungle and Point Pinellas and Big Bayou and Weedon Island. Experts, incidentally, are in general agreement in calculating one able-bodied fighting man in 5 people, hence the 1567 population of Pinellas, assuming some of the warriors came from nearby areas of Pasco and Hillsborough, at a conservative estimate can be assumed to be 5,000; perhaps a fifth of all the Indians in Florida at that far day.

Menendez established a small fort and mission; the fort apparently on the West shore of Worth Harbor (marked de Soto's Bay on some early Spanish maps) north of Philippe Park and the Mission a short distance north of the present Higgins electric plant of the Florida Power Company.

The forts and Missions at Fort Myers and Safety Harbor were apparently soon destroyed by the Indians, for no further mention of either has ever again occurred in Spanish writings. Records, however, may yet turn up as tens of thousands of documents in the Spanish language in the Spanish governmental archives have never been translated into English.

At no other point in all Florida during the Sixteenth Century did a spectacle occur to rival that of that April day, 1567, that took place on the shore at Safety Harbor; the 1500 Indian warriors; the Indian chief and his leaders on the shore; Menendez on the deck of the flag ship of his little fleet of six vessels (one had remained at Fort Myers) and the raging Chief Carlos.

Needless to say, Menendez found no inland passage from Tampa Bay to the St. Johns, the Hillsborough River ending in a swamp and a spring some 30 miles northeast of Tampa. Pedro Menendez never returned to Tampa Bay.

The curtains of the state of Florida History, as far as St. Petersburg and Pinellas Peninsula went, were drawn at the end of that day when Menendez sailed out of Tampa Bay, to remain closed for 137 years, to open again on a bloody, cruel scene with few, if any, parallels in Florida's centuries of Spanish rule.

A Mass Murder

And the hero, or villain of that 1704 scene was one Colonel James Moore of South Carolina. In 1702 Moore, then Governor of South Carolina by appointment of the King of England, undertook the capture of Fort Marion at St. Augustine, a thing no military force ever did. St. Augustine town was sacked or burned several times, the townspeople and the soldiery simply retreated behind the 30 foot thick walls of that bastion and let the Indians yell, the musketry rattle away and the cannon roar.

Moore beat a disorderly retreat from St. Augustine when a Spanish Fleet unexpectedly hove in sight off Matanzas, when he had been promised supporting British ships. He returned to South Carolina in disgrace, having in vain squandered that Colony's slender bankroll.

In 1704, to retrieve his fallen fortunes, he privately gathered a band of 60 white South Carolinians and

1500 able Creek Indian Warriors, the latter on promise of rich loot in Florida; Spanish Indians to be sold as slaves and whatever else they could seize from the chain of some 34 Spanish Franciscan Catholic Missions and forts that stretched from St. Catherine's Island, Georgia, to St. Augustine and from St. Augustine to Pensacola, across the top of Florida. At these missions with patience and zeal the Franciscans, starting in 1573, had Christianized the Indians, educated them, persuaded them to the ways of sedentary agriculture and the discipline of the Catholic Church, greatly encouraged by the canny Spanish Government because the chain was also a bar to English-American encroachment.

What most infuriated the English, and later the Americans, was that hundreds, perhaps thousands of Negro slaves had gradually escaped to find liberty, freedom and plenty behind this chain.

Moore was determined to destroy this chain and he did, relentlessly and with bloody slaughter of men, women and children, priests and Indians. He applied the torch and levelled the walls. He sold thousands into slavery.

The Creeks got rich booty, and once the dam was broken, flowed through to spread death and theft throughout peninsula Florida. Moore reported on his first raid they returned with 4,000 Indians to sell into slavery in Carolina and the West Indies.

Spanish Governor Francisco Corcoles y Martinez reported the devastation to his King from St. Augustine on January 14, 1708:

"Nothing of all this has sufficed to prevent the enemy from continuing his constant killings and hostilities, which since the siege they are doing, departing for this purpose from the Indian villages adjacent to Carolina, being aided by the English with guns, ammunition, cutlasses, and pistols, and even being accompanied by some English who urge, incite, and encourage them to these assaults, until they have desolated the entire mainland and the coast of the south and of Carlos, and have carried off, as each day they are carrying, a growing number of barbarous Indians, for there are not now left any of the Christians which were in Apalachee, Timuqua, Guale, and parts of Mayaca and Jororo. Altogether those they have carried off to sell as slaves must number more than ten or twelve thousand persons. From the aforesaid provinces there will be here gathered about three hundred persons, including men, women, youths, and infants, and even of these they are carrying off and killing some each day while on the excursions they make to procure wood and palm (hearts) for their subsistence. The Indian women fish, and hunt for some wild roots for their use, to which they are tempted, for they could not have sustained themselves alone

with the aid and help that I from the royal stores furnished them. Today, day of the date, they cried out to me to report that those of Jororo and Mayaca who had gone in search of roots, there were carried off some twenty-eight persons, of whom four escaped to give the news."

Note the references to Timuqua, Mayaca and "the coasts of the south and of Carlos."

That meant Pinellas County even down to Ft. Myers.

And as Moore said, we pursued them to the end of the "firme ground," which meant to the Everglades.

The unarmed, non-warlike Indians of Pinellas were destroyed and the vacuum and silence of Death enveloped Point Pinellas, the Mounds of Roser Park and Big Bayou, Weedon Island, the Jungle, Caledesi Island, Tarpon Springs, Safety Harbor.

Some few escaped of course. Some fled to Havana and the Bahamas, a few to the Florida Keys.

Most important were those who joined the Spanish Fishing Ranchos, five, perhaps six, of which were sprinkled along the Gulf Coast to Marco.

The right to thus fish was licensed and controlled easily because the Government had a monopoly on salt and salt was the one necessity.

The ranchos were occupied by a happy melange of Cubans, Spanish Indians and Negroes. There were usually a number of goodly permanent houses, fruit groves, gardens, around or nearby.

The ones furthest north were the ones at Shaws Point operated when Seminole trouble erupted in 1835 by the lone American who ever headed a ranch a Baltimore Sea Captain, William Bunce, who moved to Cabbage Key in 1835 (Tierra Verde) to escape the war and whose name became attached to Bunce's Pass, and the one at Frenchman's Creek (Florida Presbyterian College) run by Antonio Maximo Hernandez, whose middle name attaches to that point for the simple reason it loaned itself easiest to the Florida Cracker tongue.

But for all practical purposes, the thousands of Pinellas Indians were gone forever. They were no more. Silent, simple people sacrificed unnoticed to the struggle of great nations centered in Europe, England, France and Spain.

In fact, between the martyrdom of Fray Cancer and the devastation by Moore, we have but one glimpse at the Pinellas Indians and that occurred in 1621, when a small group of Spanish soldiers and Dominican Priests journeyed down the Suwannee River and the Gulf of Mexico to Tampa Bay, to plead with the Pinellas Indians and the fierce Carlos Indians of Ft. Myers to cease their raids and harassments of the Missions of North Florida, what their mission accomplished, the record does not reveal.

Our next good look at Pinellas Peninsula and St.

Petersburg came in 1822-1824, a look climaxed when Col. Brooke landed 400 United States soldiers on the East bank of the Hillsborough River in the last week in December, 1822, and established Fort Brooke, destined to be the start of the great City of Tampa.

And that raising of the curtain was surprising indeed!

But Moore and his blood and money-thirsty Creeks signaled over a century of silence for Pinellas and St. Petersburg land.

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Chapter VII

TROUBLE FILLS THE VACUUM

But a vacuum does not exist for long. The treaty of Feb. 22, 1819, ceding Florida from Spain to the United States, brushed the veil of silence away, and, lo, what is this we see? Indians! From whence?

Not Spanish Indians. Seminoles! Not living in primitive fashion on kitchen middens. Seminoles with guns and horses and cattle and dogs and iron utensils. This calls for another look. The Spanish Indians lived by shallow bays, ate mostly seafood, piled the shells in heaps, now called kitchen middens. The Seminoles lived roving lives of hunters and cattlemen, with occasional vegetable gardens.

The treaty did not take effect until two years later, Feb. 22, 1821, because of acts of fraud and bad faith on the part of the King of Spain. But the transfer finally took place at Pensacola and St. Augustine, July 10 and 11. The Spaniards, en masse, departed for Havana and other Spanish ports.

United States authorities under the new territorial government, William E. DuVal (Americans soon made Duval of DuVal and named a county for him) promptly set about finding what they had in this vast new territory.

First excited reports from Tampa were that 200 Coweta Indians destroyed four Spanish towns in that area and left the region. This was never confirmed. Within another month a second wild rumor was that runaway Negroes were fortifying themselves at Tampa Bay.

Governor Duval saw fit to send John R. Bell, the new U.S. Indian Agent, to Tampa to make a survey of Seminole settlements.

His report was astounding. He spotted six Seminole villages in the Tampa Bay area.

One was named Tate-ta-la-hosta-ka or Watermelon Town, described as being on the west side of Tampa Bay on the seacoast. The Florida Cracker tongue could never cope with that five syllable word, Tate-ta-la-hosta-ka, so the settlement simply became Seminole Town and then Seminole and thus it has remained un-

til this day, and is now one of Pinellas County's finest residential areas.

Some 5,000 Indians, once classed as Creeks, had simply drifted away and occupied the vacuum created by Colonel Moore. This happy haven, however — there were all together some 25 Seminole towns — had ever lurking danger threatening. An understanding of this requires a brief explanation and a sketching of background.

The trouble started in 1796 with the treaty of Coldrain, Ga., between the United States and the Creeks, of which the Seminoles (roughly the Lower Creeks) were a part. The Indians agreed to return all white and Negro prisoners but the Lower Creeks, particularly, would not accept it. They and their Negroes began to drift away into the vast empty lands of Florida. (The name Seminole means runaway.)

But the situation actually had its beginning in the 1821 treaty of Indians Springs, Georgia, with the Creeks. The Creeks gave the U.S. 5,000,000 acres of Georgia land. The Government gave the Creeks \$200,000 for the land and paid the white plantation owners for the Negroes with the Creeks.

Thereafter, said all the law and the rules, the Negroes with the Seminoles belonged to the Creeks. The Creeks moved to Arkansas. The plan soon was to move the Seminoles there too and integrate them with the Creeks. Well did the Seminoles and their Negro "slaves" (actually allies and relatives) know that the Creek majority would seize the Negroes and sell them to the white slave dealers and traders, who were always lurking around.

Prior to all this, there had been an unofficial war between Georgia and Florida in 1810, bottomed on a desire for the lands and Negroes in Florida. For a few weeks there was a "Republic of Florida" in Fernandina, which the Americans had seized from the Spanish. But President Monroe was forced, by pressure of international diplomacy, to withdraw his semi-secret support from the "Republic" and it collapsed.

Then had come the outrageous Andrew Jackson undeclared war on Spanish Florida in 1814 and 1815, following the war of 1812 between the United States and England. In that war of 1812, the United States boldly and baldly tried to seize Canada while England was almost being overwhelmed by France. The United States was soundly thrashed but Andrew Jackson saved national pride by winning the Battle of New Orleans, actually fought after the treaty of Ghent had been signed, ending the war.

Then Jackson invaded Florida for the purpose, stated frankly by him in scores of personal letters, of recovering the "stolen Negroes" from Spain and punishing the Indians for their raiding Georgia under Spanish incitement. In fact and truth, the Negroes had run away from their white masters and the Seminoles from their Creek associates. All both groups wanted was to be left alone. Jackson, however, hated Negroes and Indians with a passion, so he invaded Florida. He captured Pensacola. He burned the Negro town at Lake Miccosukee near Monticello. Then he took the Spanish fort at St. Marks and destroyed the Seminole-Negro town at Old Town, near where U.S. 19 crosses the Suwannee River.

His military exploits made him President of the United States. He vowed the Indians had to get out of Florida.

The treaty of Fort Moultrie (six miles below St. Augustine) was made September 18, 1823, which temporarily brought an uneasy peace. By it the Indians agreed to move south of a line approximately at Ocala and stay away from the coasts in return for payment for their cattle and an annual stipend for food. But this did not work for long. Jackson and the big land owners wanted them entirely out of Florida. Eventually another treaty was negotiated to that end.

The treaty at Paines Landing (located between Ocala and Gainesville) was made on May 9, 1832. The Seminoles agreed to move to Arkansas if a delegation of their people examined the land and found it good. They didn't find it good and they refused to go. But Jackson, despite the U.S. Senate hadn't ratified the treaty, said the treaty would be enforced, sent an Indian agent approved by the plantation owners and slave dealers, then sent troops and told the Seminoles to prepare to move to Arkansas. The Creeks let it be known if the Seminoles joined them their Negroes belonged to the Creeks because they had paid for them, as indeed they had.

So the clouds of war began to hover over the new territory. Actually, the Negroes on average were smarter and more industrious than their masters. Friendship, affection and intermarriage followed and the two races became one people, dominated more by the Negro element than by the Seminole.

The war in Florida from 1835 to 1842 the conventional historians love to call the Seminole War. The fictional connotation is that the fierce and bloodthirsty Seminoles ravaged and slaughtered the peaceful settlers to an end that the United States Army perforce had to destroy them and remove the remnants to

Arkansas (now Oklahoma) for the sake of peace. In fact, the war should be called the Land and Negro War. The land hungry owners of cotton plantations in the southeastern States coveted the rich virgin lands of central Florida. In addition, many of the plantation owners had an accumulated rage 200 years in the making at the hundreds, perhaps thousands, of Negro slaves who had slipped across the Florida line to safety and freedom under the benign, lax Spanish rule.

These two groups of white property owners forced the war. Actually Spanish law prohibited a free Negro living in Florida but the authorities blessed an arrangement whereby the Negro bound himself into slavery under a particular Seminole, was allowed on his own initiative to establish a farm or raise cattle, giving a tenth to his "master."

That war centered in Tampa and in its very beginning the most prominent citizen of the Pinellas Peninsula, if one excepts Odet Philippi of Safety Harbor, got tangled in its dangerous skein. That man was Wm. Bunce. Besides Bunce, there were but five other inhabitants now known to be living at that time, actually within the limits of the present St. Petersburg. Much is known about three of them, a shadowy little about the last two. It is interesting to note that two were Anglo Saxon, two Spanish, one French, one English or Minorcan or possibly Spanish. Bunce lived on Cabbage Key, now the south part of Tierra Verde. Joe Silva, a Spaniard, lived at 38th Avenue North and Boca Ciega Bay. His partner and neighbor, Juan Levique, lived at about 1000 Park Street near the residence of Nelson P. Poynter, owner of the Times. Antonio Maximo Hernandez lived about on the site of the Library of Florida Presbyterian College. He, like Bunce, headed a great fish rancho. The fourth was a fisherman named Papy, after whom Papy's Bayou is named. It is entirely possible that his home, due to very recent discovery of the remnants of an old house, sat on the lot now occupied by Mr. and Mrs. Joseph A. Wallach in Shore Acres near the Bayou. The nails in the timbers appear to be the type of one hundred plus years ago. He probably was the Papy who married one of Odet Philippi's daughters. But he does not appear in any of the early census reports. There was also a John Templeman who lived at about 54th Avenue North and perhaps 16th Street. He was also a surveyor of sorts and was hired to survey the land now constituting St. Petersburg in 1845 and actually made the survey and was paid for it, but it proved to be so erroneous that it was thrown out and George Watson, Jr. hired in 1848 to do it over again. Little else is known of him.

But back to Wm. Bunce and his troubles. He was in the mercantile business in Key West from August, 1824 until 1834 with partners named Thomas Disney and Wm. Saunders, and in 1832 was a customs inspector for the Key West District, which included Tampa, where he was well and favorably known. He traded and hauled merchandise with a small sloop named "The Associate."

In addition to these businesses, he owned and

operated a fishing rancho at Shaw's Point, Manatee River, beginning about 1832, in partnership with Saunders. (The present 1539 landing place of de Soto.) The store owned by Bunce and Saunders at the Rancho was plundered and burned, apparently by the Seminoles. Saunders had had enough and quit but Bunce hastily moved, first to the north end of Mullet Key (Fort De Soto Park), then to the south end of Cabbage Key (Tierra Verde). Other reasons are best told in a series of letters printed in Document No. 271, 24th Congress, 1st Session, under date of June 3, 1836, the letters being submitted to Congress by President Andrew Jackson.

The first letter dated January 9, 1835 is from Bunce to General Wiley Thompson, Indian Agent for Florida. It was brought about because General Thompson, under the Seminole Treaty, ordered Bunce's Indians to move away from the coast which would deprive Bunce of his experienced Indian fishermen and close his fish rancho.

January 9, 1835

"Sir: I was disappointed in not meeting you at Tampa. I made every exertion to get there from my fishing place at Manatee River the moment I heard the agent and troops had arrived, to enable me to state to you verbally my situation, and the present state of the Indian population on the coast, as well as my fishing rancho. I request your attention and answer to enable me to act correctly. I have consulted Judge Steele and Major Zantzinger, and they have advised me to communicate with you.

At my rancho, or fishing place, I have in my employment about ten Spaniards and twenty Spanish Indians, most of the latter have been born and bred at the rancho, on the coast, speak the Spanish language, and have never been in the country ten miles in their lives; their only mode of living is by fishing with the different Spanish companies, from August until March; during the summer they cultivate some small spot of land in the neighborhood of their working place. They do not hunt, and depend upon their cast nets for support; there are many more at the other ranchos, say *Caldees*, *Cayo*, *Pelow*, *Ponte Rasa* and *Eslava*; only myself and *Caldees* have worked this season on account of the full sale of fish at Havana, owing to the late cholera. All my white Spaniards have Indian families, and some of them have children and grandchildren. Many of the Spanish Indians have wives from the nation. There are several Indians that have been temporarily employed from the country during the running of fish, and are now discharged.

My season will close the first day of March, when all hands will be paid off, except my foreman, who takes care of the

place. There are also many visitors (Seminoles) occasionally at my rancho. I will order them up to their nation.

Will you please instruct me what I can do to forward the views of the Government, and if possible not to break up the rancho before the season is out. I remain your humble servant,

WILLIAM BRUNER. (SIC)
General W. Thompson, Indian Agent"

(The misspelling of Bunce's name for long years "buried" this interesting early glimpse of this area in stored away documents.)

Judge Augustus Steele, prominent citizen of Tampa in the early days, wrote a letter to General Thompson on the following day relative to the same subject. His letter is also worthy of reproduction in part and it follows:

"Taking the circumstances he states, and others into view, I have no doubt you will coincide in the opinion that there are a number of Indians who are not properly within the proposed measure of boundary restrictions; at all the fisheries along the coast from Jupiter on the east, to Tampa on the west, there are a number of Indians and half bloods, who owe no allegiance to, and of whom none is claimed by, the Seminoles, though descended from them. They were born in the different ranchos, or fishing places, mostly speak Spanish, and in some instances have been baptised in Havana. They were Spanish fishermen under the Spanish Government of Florida. They are not recognized by the Seminoles; have never been received, and have not been permitted to receive any part of the Indian annuity, and are not considered as under the protection of, or amenable to the Indian laws, and contrary to the maxims of British national law, are permitted to expatriate. Over persons of this description, it appears to me the measures and regulations with regard to Indians, cannot with propriety be extended. They are entirely identified by habit, occupation, and intermarriage with people of another nation, of different pursuits and modes of life, and incapable of supporting themselves by ordinary Indian means. By driving them from the sea, you would take from them their only resource, and place them in absolute want, without aid from some unprovided source. To show further that these persons have not been considered as Indians by the character of their employment, two of those in Captain Bruner's service are registered as seamen on a vessel roll of equipage in the custom-house

at Key West, and another is enrolled among my revenue crew, and is a first rate seaman, having followed the sea from a boy.

Very truly yours,
AUGUSTUS STEELE"

General Thompson wrote to the War Department, addressing his letter to Albert Herring, Esq., on January 19th, enclosing the letters from Steele and Bunce, which is quoted in part:

"Sir: In my report to the Superintendent of Indian Affairs in Florida, now in your office, made on the 1st of January, 1834, I adverted to the existence of several unauthorized settlement of Negroes, Indians and Spaniards (lawless bands) on the peninsula of Florida. The enclosed copies of two letters afford additional information on the subject, while at the same time, they present a question which it is my duty to submit for the consideration to the department."

General Thompson then goes on to say that he thinks Bunce's Indians should be removed forcibly within the Indian Reservation and eventually deported. Mr. Herring wrote the General that he did not agree with him and the General wrote again, at great length, arguing his case over again. He also wrote Judge Steele reluctantly agreeing that the Indians could stay with Bunce until he was ready to move them but that they would have to move, but promised he probably would not make that step until the spring of 1836.

General Thompson, in his letter to Herring, stated that General Clinch, then in command of the entire Seminole War operation, also agreed with him that the Indians with Bunce should be removed but, in the final letter, dated April 30, 1835, from D. Kurtz, Acting Commissioner of the Office of Indian Affairs, to General Thompson, the department finally and definitely decided that Thompson was wrong and that Bunce was right.

It is further becoming increasingly clear as new documents come to light, or rather as old documents are re-discovered, that the Spanish ranchos, which by the way, were licensed by the Spanish Government in Havana, existed on the lower coasts (both east and west) of Florida continuously from the early Spanish days of the English occupation of 1763 to 1783, and well through U.S. occupation in 1822 and on almost to the Civil War period; and the fact of the existence of these groups of seasonal Spanish occupants accounts for the large number of Spaniards who homesteaded land upon this coast, particularly under the Armed Occupation Homestead Act of 1842.

Despite all these disturbances the standing of Bunce in the Tampa area was such that he was elected to the 1838 Constitutional Convention as delegate from Hillsborough County and on January 11, 1839 af-

fixed his signature to Florida's first Constitution, although this Constitution was not actually adopted until 1845.

Despite this a U.S. Army Captain, S. M. Plummer, in 1840, under instructions from General Armstead, who had superceded Col. Brooke as Commandant at Ft. Brooke, proceeded from Tampa to Cabbage Key and burned all the Bunce buildings, and even destroyed the crops that the Spanish Indians and the Spaniards had growing on the Island. What was the reason for this sudden turn in affairs? In other words, in 1838 Bunce so thoroughly commanded the respect of the community that he had been elected to the very important post of delegate to the Constitutional Convention — yet by 1840, he, apparently, had become an enemy of the United States.

Apparently, Captain Bunce died shortly after this event for we find that on January 21, 1842 General Jessup referred to him as "the late Captain William Bunce of Tampa Bay." On January 2, 1844, Henry Wright of Baltimore County, Maryland, was appointed as administrator of his estate. He eventually brought suit against the United States Government for the destruction of the rancho and finally succeeded, on March 3, 1847, in collecting \$1,000.00 for compensation for the damage inflicted. At this trial Manuel Oleguela swore he lived with Bunce at Shaw's Point in 1834, moved to Palm Island (Cabbage Key) in 1836 and that Bunce had a smack, a sloop and numerous fishing boats, canoes, and buildings — calculated in all for the employment of 150 men.

It is interesting to note, however, that in connection with the litigation against the United States, General Armstead, a Brigadier General, who had ordered the destruction of the Bunce buildings, signed a letter on January 9, 1845, in which he said, "In the summer of 1840, while I had the command of the Army, I ordered some sheds, previously owned by Captain Bunce, deceased, to be burned. These buildings, thatched with palmetto and situated on Palm Island. They were at the time I had them destroyed used as a cover and hiding place for a party of renegade Spaniards who had previously and at this time, had intercourse with the savage band my troops had to contend against."

It, perhaps, should be further noted that the Bunce buildings at the mouth of the Manatee had been burned in 1837 by officers of the squadron of Commodore Dallas, which sailed into the Manatee River at that time. These buildings were reported to have been worth not less than \$10,000. In fact, one of these buildings, a concrete or tabby house, is still standing and there was considerable mystery raised about it by certain Manatee County citizens recently who thought, mistakenly, that they had discovered a Spanish building, perhaps going back to the 16th century.

The Legislative Council, on February 12, 1837, had ordered an election to be held to ascertain the wishes of the people as to statehood. And this election revealed that a very narrow majority of the people

avored such a Convention. The Council, thereupon, authorized a Convention to be attended by 56 delegates and the distribution of these delegates highlights the sharp contrast in population distribution in Florida as between 1838 and 1954. We find that of the 56 delegates, 8 were assigned to Leon County; 4 each allowed for Gadsden, Jefferson, St. Johns, Jackson and Escambia Counties; while Duval, Columbia and Alachua had 3 each. On the other hand, Mosquito County, which covered the entire central east coast section, had 1 delegate; Monroe County had 2 delegates; Dade County had 1 delegate and Hillsborough had 1 delegate. At that time, of course Hillsborough covered an immense area which is now divided into the following Counties: Hernando, Pasco, Pinellas, Hillsborough, Polk, De Soto, Highlands, Glades, Okeechobee, Manatee, Sarasota and Charlotte. It is now hard to believe that when the people voted for or against the Constitution, on the 1st Monday in May, 1839, the vote in Hillsborough County was: for the Constitution 56, against 49. The vote in Monroe was 97 for and 18 against. The vote in Dade County was 64 for and none against. But, that is another and interesting story to be told perhaps some other time.

Incidentally, the state-wide vote in favor of statehood (adopting the constitution) was 2,072 for and 1,953 against, giving a thin favorable majority of but 119.

On December 4th, the second day of the Convention at St. Joseph's, during the voting for a President of the Convention, a vote was cast by proxy for a Mr. Cooley, claiming to represent Hillsborough County, which caused trouble later on because William Bunce appeared on December 17th with credentials certifying his election and it was necessary for the Council to re-do everything they had done during the first 14 days of the Convention so that Bunce would have an opportunity to vote. William Bunce, of course, eventually was one of the signers of the Constitution.

Silva and Levique will return in the next Chapter. They were the interesting pair.

The Negro and Land War had a most dramatic beginning: the shooting part, that is, on December 28, 1835. General Gaines at Fort King, near the Withlacoochee, had assembled many of the Indian Chiefs to sign a final agreement for removal to Arkansas. In an open air ceremony under a cluster of ash trees with a thousand or so U.S. Army troops forming a hollow square on three sides, the Indians came to the table on which the treaty lay. The night before, Osceola had passed the word he would kill the first man that signed. As the leaders, uneasy and afraid, but pressured, badgered, winned by General Wiley Thompson, Indian agent, stood about full of uncertainty, Osceola boldly stepped forward.

"I will sign," he said in Seminole. He either could not or would not speak English. Thereupon he suddenly whipped his knife from under his shirt and plunged it through the parchment deep in the table,

and stepped back, leaving his knife vibrating in the wood.

Nobody else stepped forward. The document with the cut in it reposes today in the National Archives in Washington.

A few days later Osceola was twice arrested and placed in irons by Thompson for threatening talk around the camp, for which indignity Osceola killed him.

Next day, Sunday, December 28, 1835, Thompson and a friend were murdered by Osceola, Wildcat and a handful of followers. At almost the same time, a few miles to the south, Major Dade, his 102 enlisted men, officers and Negro interpreter, Louis Pacheko were attacked. All but Louis, an officer and an enlisted man died in the battle, which started at eight in the morning and was over at eleven. Probably Osceola and Wildcat took part in the latter part of the attack. Dade County is named after the Commander of this Company.

Louis Pacheko had lived on Cabbage Key with William Bunce. He was a slave belonging to a Spanish lady, named Pacheko (slaves had but one name) and Bunce was administrator of the estate. He hired Louis to the Army at Ft. Brooke at \$25 a month as a guide.

Osceola was the most widely known Floridian that ever lived. This writer thinks he was the greatest, which is an oddment. For Osceola was a half breed born in Georgia, to a Creek woman and a Scotch Indian Trader. He was not a chief, which was an hereditary thing. He spoke no English, he owned no property, he held no office. He was captured under a flag of truce near St. Augustine, whence he was headed in an effort to make peace.

Whence his greatness? His body, his mind, his spirit were aflame with a burning belief in Freedom, in Liberty, in Justice. He electrified an apathetic people with that fever. He terrified a great nation. He inspired the admiration of half the world.

He died of voluntary starvation in a military prison. His head was severed by the Army doctor and casually given to a friend whose collection hobby was human skulls. It was destroyed when a barn burned in New York State. The Army doctor who severed it, Dr. Frederick Weedon, was the grandfather of the Doctor Leslie W. Weedon of Tampa, who for many years owned and made a point of preserving the Indian Mounds on Weedon Island. In voluntary retribution?

The conventional historians with more nationalistic pride than accuracy, have their pages reflect the impression the United States won the Negro and Land War of 1835-42. The generals helped too. After suffering defeat five times, General Gaines was replaced. (Gainesville is named for him. He fought around that town.) The next general led 1025 U.S. soldiers against 50 Indians at the Great Wahoo Swamp near the site of the Dade Massacre. He later reported to the Secretary of War how admirably his troops had behaved, how well they fought. But it was the General and what remained of his 1025 troops who retreated.

The war was ended after three Indian leaders were seized under white flags of truce raised by the U.S. Army. The Indians were harassed and starved into non-resistance. They never surrendered. After 115 years, no treaty has been signed by the United States government. LeRoy Collins, while Governor, sought to arrange one, was rebuffed.

The captured or surrendering Indians were brought into Tampa and from there moved to Egmont Key in a concentration camp. As a ship load collected, they were taken across the Gulf, up the Mississippi, herded to the Creek settlements and put on reservations. Slave dealers in New Orleans and at debarkation point on the Mississippi tried to seize the Negroes. The Creeks stole and sold some.

Wildcat who had been seized with Osceola, escaped. He was eventually deported to Arkansas after he surrendered. When the Creeks moved to seize the Negroes in his group, he led a large group in flight and a successful running battle of 600 miles, escaped into Mexico, was granted a 100,000 acre tract by the Mexican President, established a successful settlement that prospers to this good day.

Eventually discovery of oil made many of the

Seminole there wealthy. The Florida Seminoles are the least well off. All together there are in excess of 5000 Seminoles alive today. Remember? Gadsden in 1822 estimated there were 4800, later reduced the count to 2500. They vigorously resist intermarriage with other races. Of these 5000 there were 2504 in Florida, according to the 1960 census. The 1920 census reported 518; in 1950, 1011. The big gain in ten years? The census takers simply did not count them all in the early years. There are many more in Oklahoma, considerably less in Mexico.

Almost 150 years after the fact the United States Government, prodded by litigation — handled in part by Congressman Claude Pepper, by the way — has moved to pay the Seminoles for the land stolen from them. And at long last the Government is moving effectively to educate the youth and to train the elders for agriculture and other appropriate employments.

The most tangible benefit the Seminoles have received from the State of Florida is the right by law to free auto tags!

And as the next Chapter will report, the war was de facto actually ended by calling in the real estate agents.

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Chapter VIII

"I TAKE THIS LAND"

The First Land Owners

Until Aug. 4, 1842, no private person had legal title to any land in South Florida except the owners of a few Spanish grants on the East Coast which had been declared valid by the U.S. Commission set up after the United States acquired Florida. A few claims to grants on the Gulf Coast, including three large ones on Tampa Bay, were declared invalid. However, according to Lester Bryan of the West Coast Title Co., there was one Spanish grant for land now in or near St. Petersburg which had considerable merit. The Commission disallowed the grant, but the government, in partial compensation, conveyed to Joseph Puig, and others of his family, land in the Gulfport area.

There was a large number of people actually living on the land from Tampa south, including sizable Spanish settlements at Tampa and Sarasota: Odet Philippe who lived at Safety Harbor, owners of fish ranchos, notably Bunce, first at Shaw's Point on the Manatee River and then on Cabbage Key, and a New York lawyer, named John Drysdale who was building a house on the exact site Col. Brooke wanted when he and several hundred soldiers arrived in December, 1822, to establish a fort on Tampa Bay, to be known as Fort Brooke. Brooke seized this house without ceremony and finished it as a residence for the commandant — himself. This lawyer had bought part of an invalid Spanish grant for land in the Tampa Bay area which was disallowed. Odet Philippe was one of the few pre-Aug. 4, 1842 squatters who turned "possession" into that tenth point — a vendable title (an old saw in the legal fraternity is that "Possession is nine points of the law.")

Homesteading Fails

South Florida was opened to private ownership by homesteading effective Aug. 4, 1842, as a move to end the so-called Seminole War. Gov. Richard Keith Call gave birth to the idea in a suggestion to Gen. Zachary Taylor, who commanded U.S. Army forces

fighting the Seminoles, to-wit: Throw the Indian lands open to homestead to U.S. citizens over the age of 18, willing and able to bear arms; fill the area with men determined to protect their homes and hearth with guns and that will defeat the Indians. In a word, call in the profit motive and put the real estate agents to work. The law required applicants to clear at least five acres, build a home "fit for human habitation" and live on the land five years.

Congress passed the law and opened land offices at Newnanville, near Gainesville, and at St. Augustine. The law worked indifferently and as big plantation owners and U.S. Senator David S. Yulee were opposed, it was repealed after two years.

During that period 949 valid applications were made at Newnanville, and 370 at St. Augustine, of which 16 were cancelled or found to conflict with previous claims. This left a net of 1303 men (and women) who were willing to risk their lives and invest their time for five years to own 160 acres of land in South Florida.

Of that 1303, only about 24 were in Pinellas County and only three within the boundary of the present city, which points up what a wilderness Pinellas and St. Petersburg were a bit over a century ago. Of the 21 others over half were grouped around Philippe Point and Bay View (Courtney Campbell Parkway), the balance on the bluffs at Clearwater, and the strategic waterway situation at Indian Rocks.

Frontier Essentials

The three essentials of the first frontier adventurers here were water access to Tampa, natural all year guarantee against flooding and easily cleared, tillable ground. St. Petersburg had the least of these advantages. Hence farmers homesteaded in Upper Pinellas, fishermen in the Pinellas Point area.

The three residents in St. Petersburg were fishermen: Two Spaniards and one Frenchman (all persons residing in Florida Feb. 22, 1821, who took the oath of allegiance to the United States were by law

automatically made citizens.) There were two venturesome unmarried young fellows who tried to homestead Mullet and Egmont Keys, but were stopped because the military controlled these keys.

The three in St. Petersburg were:

Antonio Maximo Hernandez, a rancho operator, Spaniard;

Joe Silva, turtler, Spaniard;

John Levique, turtler, Frenchman.

All three were illiterate, as were a large number of the applicants.

Hernandez filed March 9, 1843, at Newnanville, Claim No. 303. He claimed to have resided in Florida since 1814. In other legal proceedings, affidavits were filed by persons who claimed to have known him in the Tampa Bay area since 1818. The language on his application reveals the primitive nature of land then on which a thriving city now sits.

He says, in describing his wanted land, "Lying on the north side of Espiritu Santo (De Soto's original name for the bay) or Tampa Bay at Point of Pines line commencing about two miles west of said Point at a stake on the shore running thence due north 160 rods, thence due west 160 rods, thence due north 160 rods, thence along the shore in an easterly direction to the place of beginning, embracing one-quarter section of Pine land and the site of an old fishery."

His ranch was destroyed in the hurricane of Sept. 23, 24, 25, 1848, six months after he filed. He never personally proved up his claim because he returned to Havana where he died shortly thereafter. However, it developed he had fibbed on his homestead application. He had said he was a widower. But Oct. 1, 1852, President Millard Fillmore signed a patent to Dominga Gomez, widow of Maximo Hernandez, deceased, conveying to her the east half of the northeast quarter and Government Lot 2 of Section 10, Township 32 S, Range 16 E., containing 136.25 acres.

Either by clever intent or through ignorance, Dominga did not record this deed until Jan. 1, 1887. The result was that the title still appeared to be in the United States government and hence was not taxed. Dominga escaped paying taxes for 35 years.

Another odd thing appears on the record. George Watson, Jr., U. S. government surveyor, assisted by John W. Parrish, Hiram Parrish and Herman Muller, laid off the land for government along the east shore of Boca Ciega Bay in April and May, 1848. Coming to Section 10 at the mouth of Frenchman's Creek, (now site of Florida Presbyterian College) one day late in May, Watson wrote in his field notes:

"By request of Maximo Hernandez, settler under the 'armed occupation' act, I assign him the SE quarter of 10-32-16 fractional." (In other words, all of the 160 acres in the Southeast Quarter section above mean high tide. This eventually turned out to be Government Lot 2, with only 56.25 acres,) and the head of the U. S. land survey, Surveyor General Robert Butler, added the east half of the northeast quarter. Apparently the Sept. 23-25, 1848 hurricane had

washed away most of the southeast quarter and the government added the east 80 acres of the northeast quarter when Dominga applied for her deed in 1852.

Heirs Seek Land

But here is an oddment connected with Antonio Maximo Hernandez: From time to time, people have come to St. Petersburg, visited abstract offices, consulted lawyers, and insisted they were heirs of Hernandez and wanted to find what had happened to this valuable land and establish their ownership to it.

One purported heir appealed to this writer several years ago and he undertook to find out. In the record of this land he ran into an instrument written entirely in French. He asked Lester Bryan what the paper contained. Bryan said as far as he knew it had never been translated. The mystery deepened, for the instrument was a mortgage from one Alfred Lechavellier, naturalist, of Montreal, Canada, to L. L. Maillet, a lawyer of Montreal, for \$1,800 due in 18 months at 18 percent interest, covering all of the Hernandez land, PLUS 40 acres more alongside, and also covering a business consisting of stuffed birds and animals situated in Montreal. The date was Oct. 27, 1880.

The next instrument in the record only made matters more mysterious. This was a deed dated April 25, 1886, from Dominga Hernandez to William Whitridge, Claude Van Bibber, William C. Chase and an F. Dulin of Baltimore.

Now refer back to the opening chapter of this book and the 1885 speech of W. C. Van Bibber at the New Orleans convention of the American Medical Association!

In his speech, Van Bibber quoted persons he felt were experts on Florida climate. One was William C. Chase "who has traveled extensively over the state with a view of studying its climatology who says 'were I sent abroad to search for a haven for tired men, where new life would come with every sun, and slumber full of sleep with every moon, I would select Point Pinellas, Florida . . . Its Indian mounds show that it was selected by the original inhabitants for a popular settlement.'"

Point Pinellas Sold

Obviously, the enthusiastic Chase gathered up Messrs. Whitridge and Dulin and Claude Van Bibber, a son of Dr. W. C. Van Bibber, and returned to Point Pinellas, looked up Mrs. Dominga Gomez, who had been Mrs. Dominga Hernandez, and bought Point Pinellas. They believed in their own medicine. And Chase obviously inspired the famous Dr. Van Bibber speech to the American Medical Association.

Claude Van Bibber graduated from the University of Maryland School of Medicine in 1877. He took a vacation and bought a fourth interest in a piece of St. Petersburg land, as his father had advised.

The deed to these men was notarized by a person who later became perhaps the most powerful and best known citizen of Tampa, Peter O. Knight,

president of Tampa Electric and head of many other enterprises. Dominga was illiterate and signed with an "X" but Knight carefully noted that the person signing was Dominga Gomez, formerly Dominga Hernandez.

Finally, Dominga provided a key to the mystery and a smoothing of the rumpled legal record by belatedly recording her 1852 deed Jan. 4, 1887, after having sold the land twice. But her deed, if she gave one, to Lechevallier, was never recorded, nor was a satisfaction of mortgage by Maillet ever recorded.

City's First Landowner

For an illiterate, Dominga did pretty well! It is obvious that Dominga got her deed by fraud. According to John Bethell, Hernandez abandoned his ranch after the 1848 hurricane "and never returned." Dominga remarried and moved to Tampa. But she had the distinction of being the first person to hold a valid deed to any land in what is now the city of St. Petersburg, and one of the few to sell the same land twice and avoid unpleasant collision with the law!

After all this, everybody sat back and let the land sell for unpaid taxes. Someone else got a tax deed. The land eventually ended up in the possession of the City of St. Petersburg which used it partly for O'Neill's Boat Basin, partly for Maximo Park and partly for Florida Presbyterian College. By homestead law and custom, in the beginning the 136.25 acres of land was worth \$170.31 — that is \$1.25 an acre.

The story of Joe Silva and John Levique is simpler. They were fairly young turtle fishermen. Levique died about 1869. James F. Henderson, of Tampa, was appointed administrator June 12, 1870, Levique having no heirs.

Joe Silva also died without heirs.

They filed for homestead on the same day, May 30, 1843, both as single men. Joseph Silva, No. 588 and (French) John Levich, No. 589. (His name is spelled many different ways.)

Their respective descriptions of the land they wanted are as naive and cute as they can be. Says Levich's application: — "Lying in a hammock at a place called Boca Ciega in Espiritu Santo Bay and eight miles from Punta Pinales commencing on the south from a stake on the water side, thence due north 160 rods, thence due east 160 rods adjoining Joseph Silva's settlement and thence west 160 rods and from west to south 160 rods to the place of beginning. Given under my hand at Fort Brook this 30th day of May, 1843."

His
John X Levich
Mark

Says Silva's application: —

"Lying in a hammock at a place called Boca Ciega in Espiritu Santo Bay and eight miles from Punta Pinales commencing on the south at a point from the water side running north 160 rods, thence due east to a point 160 rods, thence west to a small creek and adjoining the quarter section of land taken by John

Levich. Given under my hand at Fort Brook this 30th day of May, 1843."

His
Joseph X Silva
Mark

This of course describes nothing except it adjoins Levique and Levique's describes but little except it is next to Joseph. The small creek probably is the one that now flows in a pipe under the Jungle Prado building.

When George Watson, Jr. came along in May, 1848 on his survey in his notes he says (parenthetic explanations by this writer;) —

"Began at east post and ran west 40 chains (to the Center of Park Street at 38th Avenue North) set post of light wood, (A number of these original lightwood posts — dead pine heart wood — have been found perfectly sound despite being over 100 years old) ran 47 chains to scrub hammock, 53 chains to Joseph Silva's fence (1254 feet west of Park Street,) 59 chains to Boca Ciega set post of cedar. By request of Joseph Silva, settler under the Armed Occupation Act, I assign him the following fractional lots "S 1/2 of SW 1/4 of Section 1 (38th to 42nd Avenue North), N 1/2 of NW of Section 12 (34th Ave. North to 38th Avenue)"

The next day he got to John Levique and said —

"French John, who is about, of having notified me of the land he wishes to take under the Armed Occupation Act, I assign him the fractional NE 1/4 of Section 13-31-15, which includes his main improvements." (He had a house and a small citrus grove. These trees still were alive and bearing in 1921.)

Thus actually when their land was assigned to them their "settlements" proved to be a full three-fourths of a mile apart. Levique's land ran from about 9th Avenue North to 15th Avenue North — that is from about 900 Park Street North to the Jungle Prado.

Why Joe's Creek?

While Joe's Creek is more than a mile from the Silva homestead, there has never turned up any better explanation than the one given this writer by old Jack Girard, that it was named for Joe Silva.

Joe and John filled out their application papers in Tampa. They were taken to Newnanville by H. H. Boley along with about 15 others for various lands of Pinellas, Hillsborough and Manatee. Boley had previously filed to get his existing "squatters" improvement between Bradenton and Sarasota on a creek called Boley's Creek.

Johns Pass Story

The following story explaining the naming of Johns Pass for John Levique was told this writer by Jack Girard in the 1920's. Jack was then about 75. As a boy, he frequently lived with Joe and John and, in fact, had been raised by them. His people were on the peninsula during the Civil War and he said the family

was terrorized by the "bushwhackers" so badly (he identified some of them as John Bethell and Abel Miranda,) they fled to Key West for the duration, that Port being under the control of the Federals for the duration of that struggle. There are many descendants of Jack Girard still living in and around St. Petersburg.

Jack said that Silva and Levique, who hunted turtles in partnership, had been unusually successful in the early summer of 1848, and had accumulated a shipload. As they caught the turtles they penned them up in Joe's Creek, drilling holes in the rear carapace of their shells and tethering them down. They took this load to Key West and returned with \$800. of the sale price left over, which was in gold. Again they were quickly successful in their catch and decided the Key West market was pretty well glutted, so they took the second load to New Orleans. Before leaving, John buried the gold near his house.

They returned about Oct. 1, 1848. Joe was asleep and John was at the wheel, steering for Blind Pass, their traditional entry way into Boca Ciega Bay. To John's astonishment there was a new broad and deep pass several miles north of Blind Pass, where no opening had been when they had left in the early part of September.

John wakened Joe and said; — "Look! A new pass," and ever after it was John's Pass. This first opening of John's Pass was at 150th Avenue. The waterway now a short distance east of Gulf Boulevard is the stump of the closed pass. There are similar openings at 145th Avenue and 135th Avenue, left as the pass opening moved south.

The Moving Passes

All passes on the Gulf Coast of Florida, in response to the normal wind and water currents, gradually work south. As late as 1900 Blind Pass ran roughly southeast-northwest (starting on the bay side), its north side being south of the little island which is north of the west end of the old Corey Causeway. It now runs northeast-southwest and persistently tries to eat away still further southward.

John and Joe entered the new pass and headed for John's house. But the house had disappeared, swept away by the terrifically high water. The shoreline had been cut to ribbons; trees were down and piled in heaps all over the place. The upshot was that while Joe and John dug frantically many times, they never found their \$800 in gold.

Jack wanted permission to search for the \$800. He had a metal detector. Permission was freely given but Jack had no luck.

Levique was buried on his land and a simple marker indicates the spot. Stephen Wozencroft, in 1915, gave an affidavit that he had lived in the St. Petersburg area since 1859 and that he helped bury John Levique. He signed the affidavit with an X, being illiterate.

Lost Treasure?

One night a man came to the home of this writer when he lived in the Jungle Prado Building, vibrant with excitement. He was a treasure hunter. Feeling (from long experience) that almost invariably treasure hunters were more or less crazy and more or less compulsive liars, this writer did not share the excitement, but listened.

The man asked: —

"Do you know where John Levique's house was?"

"Exactly" was the reply.

He meant its remains, that is, the house Levique built after the 1848 hurricane. Walter Askew, then a 17-year-old archaeologist, thought he had found the site of the pre-1848 house. The artifacts he recovered are convincing. This writer cultivated and cared for the old citrus trees surrounding the Levique house for about five years, 1916 to 1921.

The man's excitement increased. "Well," he said, "I have information where he buried \$80,000 in gold. If you will help me locate the spot, I'll give you half of it."

Remembering Jack's account of the \$800, the writer was not too excited about the \$80,000, but invited further information.

Said the man; "He buried the \$80,000 at the southwest corner of his house in an iron kettle. Is my proposition acceptable?"

"No," was the reply. "I'll make you a much better proposition. You give me \$10 in cash tonight and in the morning I'll lend you a shovel and show you the exact southwest corner of his house site."

That stunned him. "Why do you say that?" he asked.

"Because, when John died around 1870, he was deep in debt and his whole place was sold at public auction a little later (the exact date was April 1, 1873) for \$60 to a man named Mitchell (H.L.). My father, H. Walter Fuller, bought it from Mitchell about 1908 for \$2,500. (It was Nov. 28, 1908,) and we developed a large part of the golf course and Jungle Subdivision on it. If John had had \$80,000 buried at the corner of his house he wouldn't have died broke."

The man went away without giving the \$10, which strikes me as being a bit ungrateful. Think how much hard work my information saved him! Oh, well, life among the treasure hunters is like that.

There were prior traces of other people. For instance, waterfront tradition since the first recollections of this writer, which date from 1900, included one story of a British paymaster ship that was wrecked somewhere along the St. Petersburg waterfront. Dramatic confirmation of tradition came in 1929, when this writer was a salesman for Snell Isle with C. Perry Snell, owner.

A Mystery Coin

We two were very near selling a waterfront home there to a Mr. Murphy. Recollection is the sale was made — and we two were going through the house

with Murphy when he happened to pull a large gold coin from his pocket and he told us the story that went with the coin.

Murphy and a man named Gedney, in 1926, had a large contract with the city for its first extension of the original sanitary sewer system. Their men were having a difficult time with an installation at the intersection of Third Street South and Eighth Avenue. The cut for the piping was some 11-14 feet deep. Stout timber walls, strongly braced, were used to keep the ditch sides from caving in on men working down in the ditch.

Suddenly, there was a wild scramble and melee among the men at the ditch bottom. Murphy happened to be standing there, at street level, supervising. He eventually found the men had run into a cache of gold coins in the mud and muck. After the men came out, he called them around him and said: — "Now look, men, I'm not going to try to take the coins from you but I'll give \$20 in U. S. money for each coin you will sell to me." He bought about 30 of them. He gave the one he had with him to Snell. All were English coins minted prior to 1774.

Also to be noted, with these well established owners were two other inhabitants.

Antonio Papy certainly lived on the Bayou that still bears his name. He was doubtless a fisherman. He probably came from St. Augustine, hence could have been a Minorcan from New Smyrna or a Spaniard. Catholic Church records list an "A. Papy." He might have come from Key West. Bernie Papy, long time state legislator from Monroe County (Key West), and a senator at the time of his death, who has been succeeded in the legislature by a son, could well have been a descendant. (The son was defeated in the 1968 primary.)

Papy certainly was here in the mid-1840's but neither the 1840 nor the 1850 census reports him. But Philippe's second daughter, Octavia, married a Papy and had a son born Dec. 18, 1843 and a daughter, Patrocenia, born in 1844. Mr. and Mrs. Joseph A. Wallach, 1375 Delaware Avenue, Shore Acres, well may have built their house atop Papy's house. During some yard improvements, they discovered old hand-hewn timber and handmade nails that probably represent remnants of the Papy house. It is a logical site for a fisherman to have been living.

A Mr. Templeman, who made a discredited survey in 1845, had a house at about 54th Avenue North, between 16th and 22nd Streets in Section 2-31-16, but he took title to no land nor appeared in either the 1840 or 1850 census anywhere in Florida. He must therefore, have left the state or died. He probably was a cattle herder for Tampa cattle owners, who had vast herds on Pinellas Peninsula.

Summing up the first two decades of the southern end of Pinellas Peninsula under U. S. ownership, the score is most unimpressive. Commercial and business interests clustered around the soldiery and government money at Fort Brooke. The sturdy non-slave owning farmers from Georgia and the Carolinas

preferred the high rolling lands of Upper Pinellas. The Tampa cattlemen started running their cattle there and shipping them by boat from Bayview.

The "Citizenship" score of what is now St. Petersburg may have been prophetic as it was included; two Spaniards, one Frenchman, one Spaniard or Minorcan, one American.

Three were known to be illiterate. But at least they were a cosmopolitan group. And all got title to their lands under the Armed Occupation Act of Aug. 4, 1842.

There were two other routes by which free land was secured: From the Federal Government with soldier's home warrants and from the State of Florida with what came to be called "school teacher script." The state went bankrupt in the Eighteen Eighties and it paid the teachers with documents stating how much was owed them. These documents became known as school script. The state under law redeemed the script with land at \$1.25 an acre. Land was taken in Pinellas on soldier bonus warrants in 13 instances but none in St. Petersburg.

However, one of these, while not in St. Petersburg, is on a nearby Gulf Beach island and is intensely interesting.

Origin of Vina Del Mar

Henry Lonas, a private in Capt. Chiles' Company of the Tennessee Militia, War of 1812, received such a bonus. Roy S. Hanna, veteran of the Spanish American War of 1898, St. Petersburg's first prominent Republican (from time to time St. Petersburg post-masters "in the good old days" before civil service, whenever a Republican president happened to be elected were Republicans), and a big land owner, filed this Lonas patent Nov. 24, 1906 and received therefor Government Lot 4, Section 7 and Government Lot 1, Section 18 in Township 32 South, Range 16 East, containing 57.04 acres, the deed being filed April 7, 1910 in Deed Book 113, Page 122, Hillsborough County records.

This 57.04 acres eventually, with the aid of dredges and draglines and whatnot, became the magnificent subdivision of Vina del Mar!

As far as is now known, there was only one local instance of school script being used to acquire land in this county. Tom McCall, another early pioneer, in about 1912, acquired three small islands in Boca Ciega Bay which, by the same process as in the Hanna case, have become an important part of Tierra Verde.

How did this happen? The soldiers or teachers to whom the script was issued, seldom used it themselves. Most of it was bought by speculators and sold, some of it, at enormous bonuses, to acquire the script which was redeemable in land at \$1.25 an acre. It is this writer's recollection that Mr. McCall paid \$300 for each \$1.25 of script. Quite a profit for the patient speculators!

Only in four instances in Pinellas were the 14 uses of script made by the person to whom granted.

The school script was issued in 1886 when the State became bankrupt, and its treasury was seized by a Federal marshal when owners of Florida railroad bonds secured judgments. The famed Hamilton Disston four-million acre purchase for \$1-million was the dramatic transaction by which Florida recovered from the bankruptcy. The State recklessly had guaranteed vast amounts of bonds issued by private

speculative railroad companies and when the roads became insolvent a group of Philadelphia bankers, who owned many of the bonds, brought suit. This writer was presented with one of these bonds by a total stranger one day when he was seated at a table in a Tallahassee drug store, enjoying a coke with a charming young lady, who eventually became Mrs. Fuller. He still (1969) has both — bond and wife.

Chapter IX

THE MIGHTY HURRICANES

"And the rains descended and the floods came and the winds blew and beat upon that house and it fell, and great was the fall"

Matthew 7:27

Tropical storms, particularly those designated as hurricanes, have played prominent roles in the historical lives of most cities in Florida, including St. Petersburg. There is no subject for discussion more fascinating than the weather and these phenomenal mixtures of wild winds and tumultuous seas deserve a chapter in this chronicle.

St. Petersburg, as far as the records show, has been hit tremendously hard by only two storms — one in 1848 and one in 1921. Some others, however, have caused varying amounts of damage.

The Great Gale of '48

No person who lived through the hurricane of Sept. 23-24-25, 1848, was ever the same again. They called it the "Great Gale of '48" and things were forever after dated from it. To them and their children, and in many instances unto the third generation, it was a vivid, never fading thing. It lived with them.

It was the greatest storm ever to strike what is now known as St. Petersburg in the 468 years that records have been kept and reported of these most powerful and awesome of nature's upheavals. That is, as far as can be told from the meager and fragmentary records.

It, and the other damaging hurricane of the 20th Century, Oct. 21-31, 1921, made it clear that the main body of St. Petersburg, except low fringes along the bays, seems forever safe from major hurricane disaster. Not so the Gulf Beaches.

It is true that the handful of inhabitants of the present St. Petersburg area fared badly in the Great Gale. Maximo Hernandez' fish rancho at Frenchman's Creek (Florida Presbyterian College) was destroyed and Maximo hastily departed, never to return. That was because, being a fisherman, he had built his buildings in relation to bayshore convenience,

ignoring the high Indian mounds to the south and the relatively high ground to the north.

Joe Silva and Juan Levique were in New Orleans during the hurricane. They returned to find their homes gone and the point of burial of \$800 in gold which was their total wealth obliterated beyond discovery. Wiser, they rebuilt on the high Indian mounds on their land and lived their lives there in safety.

It is not known whether Papy and Templeman were still here. Certain it is they were not heard of thereafter in these parts.

And yet the Great Gale of '48 had neither high winds nor low barometer, compared with many another that hit Florida at one point or another.

Destructive Tides

The destroyer was high water, the highest ever recorded in this area and third highest for all Florida. The damage was accentuated by the amazing rapidity with which the water rose, its sudden release after the eye passed and wind direction shifted, so that the receding waters became a mill race; almost, in fact, like a bursting dam.

The water rose and fell a total of approximately 15 feet, in some areas higher, in a period of six or eight hours. This meant that in three or four hours the waters raced some 35 miles from the mouth of Tampa Bay to its upper reaches in Old Tampa and Hillsborough Bays and then turned and rushed back again.

Had the shores of Tampa Bay been universally high, the tidal surge could have been similar to the 40 or 60 foot tide in the Bay of Fundy or similar bottleneck bays in northern waters. But to the 300 square miles of Tampa Bay waters were added the whole waist of Pinellas Peninsula. One resident put it quite simply, "The bays met" — and hundreds of square miles of low lying west and north Hillsborough. Perhaps as much as 500 or 600 square miles of normal uplands were inundated.

The '48 gale, as far as this area is concerned, was

the perfect hurricane, "perfect" in this instance meaning just right (or just wrong) for maximum damage.

The course of the storm was slightly west of north so that it exactly paralleled the Gulf coastline with the center or "eye" off shore. The result was that as the eye moved north up the Gulf slightly angled to the shore, it caused a huge water surge into inlets, passes and bays. As the eye swept past, the wind reversed itself, coming then from the northwest and causing another reverse surge outward and off the land.

'Mild' Statistics

This accounts for the fact that the storm statistics seemed mild enough, so mild as to make the record high water a seeming mystery. Here is the data:

Wind — 72 miles per hour; barometer — 28.18.

Contrast these figures with those of other hurricanes:

1910 at Fort Myers — 125-mile wind; 28.40 barometer.

1926 at Miami — 138-mile wind; 27.61 barometer (at that time a Western Hemisphere record low.)

1928 at Palm Beach — 100 mile wind; 27.43 barometer, (a new Western Hemisphere record low.)

1935 in Florida Keys - 26.35 barometer (an all-time low for this hemisphere; 135-mile winds, 20-foot water.)

1926 — 100 lives lost at Miami.

1928 — 1836 lives lost at Lake Okeechobee.

1935 — 376 dead on the Keys and at Miami.

But the relatively "mild" blow of 1848 caused mighty havoc and did considerable shifting of geography.

At Englewood, Stump Pass was cut from Gulf to Bay, so-called from the huge black mangrove stumps that were left in the pass itself and on the edges, wind and water having twisted those tough mangrove tree trunks — some were 24 inches in diameter — asunder from stump and roots.

Casey's Pass appeared at Venice, now reinforced with giant jetties to make it an official storm refuge. This pass was named after Capt. John C. Casey, an ancestor of the Wilbur Casey family, later in the dairy business on Ulmerton, but long time prominent residents of St. Petersburg. Captain Casey, because he, more than any other Army officer, had the confidence of the Indians, did more than all the bullets the Army fired to end the Seminole War of 1835-42.

Little Sarasota was opened into Sarasota Bay. Passage Key, between Egmont and Anna Maria, then covered with giant black mangroves, was swept completely away to the extent, in fact, that there was 8 feet of water Sept. 26, 1848, where the day before there had been high ground. The island returned. It was swept away again in 1921 but was quickly built up again.

Mullet Key Hit Hard

A pass running southeast-northwest was cut through Mullet Key (Fort De Soto Park) and the great grove of cedars, black mangrove and palmettoes then growing there. The land was swept naked of trees. The pass eventually closed at the south and where it opened into Tampa Bay and the resulting deep, long and narrow bay is now known as Soldier's Hole, a name it earned when used as a swimming hole, 1898-1923, while Fort De Soto was manned by companies of the Coast Artillery of the regular U.S. Army. Most of these soldiers were landlubbers and cautiously learned to swim in Soldier's Hole before venturing into the Bay or Gulf.

The storm may have cut through an island then called Palm Island immediately southeast of Pass-a-Grille and now called Tierra Verde, into two islands which became Cabbage Key and Pine Island, but that is not certain. There was a pass running northeast-southwest between the two.

Johns Pass was opened as previously reported, but on that September day in 1848 it was located at what is now 138th Avenue, Madeira, and not at 128th Avenue, Treasure Island, as now.

The lighthouse at Egmont Key had just been activated in May, 1848. It was under the care of Marvel Edwards of Alligator (now Lake City.) He and his wife and 5 children lived in a cottage and tended the light. They fled the lighthouse when the wind twisted and cracked its tower and the wild water undercut its foundations, causing it to lean dangerously. A stout rowboat was hitched to a palmetto tree at the highest point on the island — about 6 to 7 feet elevation — and when the waters went down the tie rope was found to be 9 feet above ground.

Edwards and his family thankfully rowed to Tampa the next day (Fort Brooke) and Edwards promptly resigned. He had had enough. He never returned to Egmont Key but entered business in Tampa.

Incidentally, the great light tower of 2-foot thick brick and concrete cost a mere \$7,050 in 1848, and only \$2,200.65 to repair it and the keeper's house after the hurricane. One wonders about that 65 cents. All the material had to be ferried from Tampa.

Philippe Mound Damaged

A large section of the huge mound at Philippe Park was cut away by the storm. Count and Countess Philippe had just returned in their schooner from an annual vacation and shopping trip to Charleston and Key West. Mrs. Philippe wrote a friend in Charleston shortly after the storm. Her greatest concern was that a new bolt of calico she had bought had been washed out of the schooner and festooned through the huge citrus trees growing then and now atop the Philippe Park mound. She had little to say about the hurricane. Those grapefruit trees atop the mound, generally conceded to be the first of that fruit in Florida, survived and bore fruit into the 1920's.

Allen's Creek, which crosses Highway U. S. 19 two

miles south of Gulf-to-Bay in Clearwater, was 167 feet wide at the mouth before the storm and about 2300 feet wide after. The great body of water forced up by the hurricane winds, rushed bayward in two or three hours of that wild afternoon of Sept. 25, 1848, swept away pine trees, palmettos and tens of thousands of yards of earth to make the creek's mouth almost a half mile wide.

It was the storm's waves, not the wind, that did the damage. The late Ivan Roy Tannehill, in his book "Hurricanes" which charts every hurricane from 1494 to 1951 (the eighth and last edition was printed in 1952) describes what happened Sept. 25, 1848.

'48 Storm Described

"Evidently the storm wave is facilitated by a rising ocean bed and favorable shore contours, as is the astronomical tide in like situations. The ordinary rise of the tide, from gravitational causes, amounts to only two or three feet in open oceans. There it is of little significance; its rise and fall are gradual. In certain bays and channels, where the wave encounters the shores and a rising ocean bed, the rise may be 25 to 50 feet above low water. The times of ebb and flow of such a tide are well known; otherwise many people would be caught unawares and drowned. On the other hand, the storm wave comes so rarely to any one community that it is seldom anticipated in its fully developed form.

"In some places the storm tide is never in any form except a fairly gradual rise of water; in other localities destructive storm waves are developed whenever a tropical cyclone of great intensity follows a particular course across the coast line.

"The true storm wave is not developed unless the slope of the ocean bed and the contour of the coastline are favorable. Like the gravitational tide, it reaches its greatest height in certain situations. If there is a bay to the right of the point where the cyclone center moves inland, the waters are driven into the bay. With a gently sloping bed, the water is piled up by resistance and becomes a great wave or series of waves which moves forward and to the left, the *principal inundation usually taking place on the left bay shore*. Great storm waves which have taken an enormous toll of human lives have, so far as records are available, occurred in nearly every case in a situation of this kind."

Fort Brooke Report

Brief official reports of the 1848 storm at Tampa are given in two letters written the day after the storm, the first from Fort Brooke's commanding officer, Major R. D. A. Wade:

"General — I have to report that yesterday a very severe equinoctial storm from the southeast destroyed all the wharves and most of the public buildings at this post. The commissary and quartermaster storehouses with all their contents were swept away, and a few damaged provisions, etc. only can be recovered.

"The officers' quarters (except headquarters) are destroyed or very badly damaged, and the barracks are beyond repair.

"The storm began about 8 a.m. from the southeast and raged with great violence until past 4 p.m., after which it veered to the south and southwest and lulled very much toward 8 p.m. Its great force was between 1 and 3 p.m. The water rose to an unprecedented height and the waves swept away the wharves and all buildings that were near the bay or river. The command was turned out early in the storm but such was the violence of the wind and resistless force of the waters that no property could be saved. I am happy to report that no lives were lost, although some of the people were rescued with great difficulty."

Here is another letter regarding the storm, written by B. P. Curry, acting assistant surgeon at the Fort Brooke Army Hospital (surgeons in that day, at Army posts, also served as official weather observers:)

"Sir — I have the honor to inform you that in the violent hurricane of the 25th inst. the roof of the hospital was completely carried away, the doors broken, the windows destroyed and the property otherwise lost or materially injured, with the exception of the medicines and stores, which received but little damage.

"In the passage of the storm the barometer depression was from 30.122 to 28.181. The wind at 11 a.m., W. W. (force) 10, continued southwest 10 until 2 p.m., then shifted to W.N.W. (force) 8, the barometer 30.012 and continued 30.012 until 4 p.m. The tide rose 15 feet above low water mark. It commenced rising very fast at 10 a.m. and continued to rise until 2 p.m."

This storm dimmed the glory of Fort Brooke. During the Seminole War it was expanded into perhaps the largest military post in the United States, and the money it brought established the tiny civilian village of Tampa. With the war ended, it had no vital use, but as governmental establishments have a habit of doing, it lingered on. The hurricane virtually destroyed it. Surviving buildings were repaired, but few were replaced. Its military prestige was never restored.

Several stores in Tampa were destroyed. All piers and the homes of three prominent Tampans: John Jackson, surveyor; Judge Simon Turman and William Ashley were swept away. The Army lost a carpenter's shop, a blacksmith shop, a clothing building, horse sheds, the hospital and its transport schooner was swept far up into the pine forest north of Tampa. The schooner eventually was salvaged by digging a canal to the Hillsborough River.

But to repeat: From a historic standpoint, the 1848 storm was not a great hurricane, not measured by the sweep of almost five centuries and some 600 tropical storms and hurricanes that have hit Florida during that period.

Some of these great storms that could have done greater damage — there are no local reports — were hurricanes of 1768, 1787, 1810 and 1837, all of which did great damage and took many lives in the West In-

dies to an extent hard to visualize now; and their tracks, from meager records available, could have, or did cross South Florida.

1844 and 1846 Storms

There were hurricanes of considerable intensity that did for sure hit Tampa Bay. One was in 1844 and another in 1846. By a weird mischance, the Sept. 23-25, 1848 hurricane was followed 17 days later, Oct. 12, 1848 by a second hurricane almost as violent as the September one, causing high water of 10 feet, the third highest mark for Tampa Bay since Florida was acquired by the United States in 1822. But following the 15 feet of the September hurricane, the 10 feet of the October storm was anti-climatic.

In the 20th Century, only one damaging hurricane has hit St. Petersburg — that very late seasonal one of Oct. 21-23, 1921. This one followed closely the track of the 1848 one, coming up the Gulf a little further west and hitting the Tampa Bay area at almost right angles. It, too, was of low wind velocity, 72 miles; had a low barometer of 28.81, but pushed 10.5 feet of water into the Bay. Gulf Beach development was then extremely limited, there being only a small village at Pass-a-Grille. Most of the houses were wooden, sitting on relatively high brick piers. The water swept under them and the damage was minimal. Florida "Crackers," from generations of experience, had learned safe construction practices to foil hurricanes.

Pier Swept Away

Oddly, the storm of 1921 sparked a vigorous civic revival that contributed much to the 1925 boom, which even then had developed gentle ground swells presaging the violent economic and real estate frenzy that eventually developed. The storm swept away the *original municipal and steamship pier* of Second Avenue North, which then was relatively of great importance in the public mind for recreational activities.

The Spa was a social and sports center. Because there was only one flimsy wooden toll bridge to the Gulf beaches and inadequate roads, the Spa bathing beach so close to downtown was a popular spot and the pier frequently held several hundred fishermen. Pleasure boats were then expensive, hard to operate, slow and unreliable compared to now. A privately owned pleasure boat was a rarity so fishermen mostly fished from piers.

The loss of the pier greatly depressed the community. Major Lew B. Brown, owner of the Evening Independent, electrified the community after the storm with a bold call, "Let's build a million dollar pier." People rallied to the cry. Bonds were voted. A new pier and park facilities were built, all of which started the city's greatest period of civic and private betterments. There has been no comparable period since.

High Water Report

Army Engineers at Jacksonville, Sept. 29, 1961, issued a study of Florida hurricanes. It mainly was concerned with beach and land erosion. Its statistical

data is a bit more conservative than most sources of information. Its report on high water for key points in Florida, particularly St. Petersburg and Tampa Bay, contains the following figures on water elevations:

Sept. 25, 1848, Tampa, 14.3 feet.

Oct. 12, 1848, Tampa, 9.1 feet.

Oct. 21-31, 1921: Punta Rassa, 11 feet; Sarasota, 7 feet; Tampa, 9.6; St. Petersburg, 7.7; Gulf Beaches, 8 to 8.5 feet; Clearwater, 6 feet.

Sept. 22, 1926: Fort Lauderdale, 12.58 feet; Miami bayfront, 10.9; South Biscayne Bay, 13.2; Punta Rassa, (Fort Myers), 12 feet.

Aug. 31-Sept. 8, 1935: Matcumbe Key, 18 feet; Long Key, 16 feet.

One can see that except for the 1935 storm in the Florida Keys, the Tampa Bay "Great Gale of '48" recorded the highest water of any hurricane of record for all time for all Florida.

Damage in 1848 was negligible for a simple reason: There was little to damage. To this must be added the fact that the people of that age were a tough outdoors breed, self-sufficient because they had to be to survive, with houses built to withstand hurricanes. Those houses, except for fishermen, were on the highest ground available, offering natural drainage and conditions suited to a non-mechanized agriculture.

But what of modern houses and living habits, the crowding of the Gulf Beaches, finger fills in the bays with elevations of seven and six and even five feet, a community with more than one in four over 65 and less and less toughened by long, hard, physical labor?

Storm of 1950

The record reveals that Sept. 5-6, 1950, a mild hurricane passed up the Gulf uncomfortably close to the Gulf Beaches, spun around indecisively for long hours off shore to Pinellas, suddenly intensified, raced to Cedar Key and struck it a devastating blow. It pushed 6 to 6.8 feet of water ashore on the Gulf Beaches here, flooded Gulf Boulevard and caused an official evacuation of the beaches during the night. Fifty-nine homes and buildings were destroyed, 801 damaged; loss: \$3,300,000 and two lives.

At that time, Gulf Boulevard veered west at about 200th Avenue and continued about eight blocks to the Indian Rocks Bridge before coming back eastward to its present course. It was a concrete road along the shore and the rampaging tides broke it up and piled its huge slabs around recklessly. The warning was obvious and the road was not rebuilt. It was re-routed on a straight line along the bay, as it is now.

Also, during this storm, United Press, in reporting the devastation, said ominously, "In some points of Treasure Island, Gulf Boulevard disappeared." What UP meant was that the road was covered with water — but the story didn't exactly make that plain.

Hurricane Donna

Hurricane Donna, Sept. 3-13, 1960, recorded 13.45 feet of water at Maticumbe Key; 10 to 11.86 feet at various points from Cape Sable to Fort Myers; at the last minute veered inland a short distance south of Sarasota to put Tampa Bay on the westerly, or weak side, of the hurricane, with only about 3 feet of high water on the beaches and in the Bay.

No heavily populated areas were hit by Donna, yet 1911 buildings were destroyed, 25,000 damaged, 11 lives lost and monetary damage of \$77,800,000 inflicted.

In late September, 1963, mild high water occurred on the beaches, the result of no hurricane, merely a combination of natural phenomena that resulted in an abnormally high tide. Flooding occurred, many people fled the beaches, damage was considerable, yet no storm service nor the Army Engineers noted or recorded the event because it was so minor.

Thursday, Sept. 9, 1965, Hurricane Betsy, hurrying to its rendezvous with below-sea-level New Orleans, thirsty for the hundreds of lives it eventually claimed, and blind to the hundreds of millions of dollars loss it inflicted, gently sideswiped the Gulf Beaches and Tampa Bay with resulting high water of perhaps 4.5 feet. Again there was near panic, sandbag brigades, flooded and sand-clogged Gulf Boulevard. Minor loss was reported but it was a close call with disaster.

Gladys — Biggest in 47 Years

Gladys — worst of 1968's seven storms — gave the Tampa Bay area and Pinellas County the most severe pounding since the 1921 hurricane. Even so, it could have been much worse.

Gladys formed Oct. 15 about 450 miles south of Miami between Swan Island and the Isle of Pines, south of Cuba. It stalled for several hours at the toe of Florida near Key West, then headed north along the West Coast.

The storm passed the Tampa Bay area Oct. 18, with peak winds of 85 m.p.h. at the center, located some 40 miles offshore.

Gladys turned inland near Crystal River, bulled its way across Florida and broke into the Atlantic near St. Augustine, heading up to Cape Hatteras and eventually winding up in Canada.

At the U.S. Weather Bureau, Tampa International Airport, wind speed of only 36 m.p.h. with a peak gust to 55 m.p.h. was recorded as the storm passed. (A 95 m.p.h. reading came from atop a St. Petersburg Beach building, however.)

The bureau's barometer reading was moderate at 29.52; top tide measurement, 4.5 feet above normal, or 5 feet above mean sea level.

President Johnson declared the Florida path of Gladys a major disaster area, allocated the state \$250,000 in federal assistance to help repair damage.

Army engineers, surveying erosion damage, estimated that tides ranged from two feet above normal in Charlotte Harbor to five feet above normal in

Tampa and Hillsborough Bay. Sarasota had tides 3.5 feet above normal.

Beach erosion ranged up to 40 feet horizontally and 2 feet vertically between Sarasota and Dunedin.

The strong side of a hurricane, which whirls counter-clockwise, in this hemisphere, is on the right side as it enters land — and this was illustrated in Gladys's case.

Florida Power Corporation reported that about 40 per cent of homes in Tarpon Springs (nearer the storm) lost power, as compared to 25 per cent in Clearwater and a lesser number in St. Petersburg furthest away.

Large sections of the Gulf Beaches were under water, with about 80 per cent of beach residents evacuated. Pinellas County's 31 evacuation centers were crowded, and police, national guardsmen and sheriff's deputies stood guard to prevent looting.

Gladys, during her complete span, left five dead and damage estimated at \$6,700,000.

Yet it was not a "major" hurricane (winds 100 m.p.h. or more, pressure 28 inches or lower, tides above 6 feet, damage at least \$50 million). Nor did it come directly inland to Pinellas County.

Gladys was a warning. A hint of what might be expected from a major storm making a direct hit in the low-lying, heavily populated Tampa Bay area.

A review of these storms results in two conclusions:

Is St. Petersburg Safe?

The main body of St. Petersburg, enjoying elevation of 20 feet or more and most of its remaining area safely above 10 feet, appears forever safe from major disaster. However, the Gulf Beaches, a vital economic partner of St. Petersburg with social, political and governmental life inexorably interwoven, are an invitation to heartbreaking disaster, what with average elevation of only 5 to 8 feet; concrete block houses atop concrete slabs which in turn are on the sand; lightly built streets running straight from Gulf to Bay to become potential canals carrying racing waters; finger fills choking bays which originally had been balanced by wind and tide so that waters could circulate and the upland survive.

The Army Engineers' report of 1961 summarizes the situation in more prosaic but just as deadly language in its opening paragraph:

"Since 1830 Florida has experienced a total of 190 known tropical storms, of which 82 have been classed as hurricanes. More than 3,500 lives have been lost in the state, mainly from drownings, as a result of these storms. Past damages to coastal areas, primarily from tidal flooding, exceed one-half billion dollars. About 450 miles of the available 850 miles of developable coastline within the boundaries of the Jacksonville district now contain urban development. Much of that development is on land between 5 and 10 feet elevation and is subject to damage and destruction

from severe hurricane tides and wave action. Hurricane-protection studies for each of the more than 250 urban areas along the Atlantic and Gulf coasts and the Florida Keys, made under the directives of Public Law 71, have indicated that hurricane-protection measures may be feasible for only a limited number of communities on the Atlantic and Gulf coasts — i.e., areas in the vicinity of Fort Lauderdale, Miami, Tampa, Charlotte Harbor and Naples. In view of this, the district engineer recommends that no improvements for hurricane protection be undertaken

by the United States at this time in the coastal areas of peninsular Florida —."

(Editor's Note: Since then the U.S. Army Corps of Engineers has recommended a \$13.8-million hurricane dike across lower Hillsborough Bay. The project, subject to partial funding by local governments, was approved by Congress in November, 1968. First step was to be construction of a scale model of the bay area to determine whether the proposed dike would do the job expected of it and where it should be located.)

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Chapter X

FRATRICIDE

When the Civil War erupted in the spring of 1861 it would have been reasonable to believe that the sparsely settled Pinellas Peninsula, occupied in mid and upper Pinellas mostly with dirt farmers owning no or few slaves, and with the "point" occupied by a score or more fishermen and seafarers, with no slaves, would have escaped involvement.

But not so.

This national fratricide, the largest, longest, most deadly event of this sort in western world history did to all the people in the nation — even quiet, pioneer, backwoods Pinellas — what a hurricane does to everything in hundreds, sometimes thousands of miles of its center — destroys, damages or disorders.

So vast, so bitter, so far reaching were the poisons of war that even now after more than a hundred years, people can't even agree on its cause, its start, or its name. But be it the "Rebellion," or be it the "Civil War," or be it "The War Between the States," it halted all growth in the St. Petersburg area for 15 years, impoverished the people, caused bitternesses that in some quarters makes the event a touchy subject of conversation to this good day. And that is true whether slavery or states rights started it or whether it started when Senator (Levy) Yulee walked out of the Union, or when the State of Florida seceded January 10, 1861 or the Confederates fired on Fort Sumter, April 12, 1861.

In war's first excitement locally a volunteer company was formed in upper Pinellas on July 20, 1861. It had an enrollment of 60, amazing for a community with a total population of 381. But that is more understandable when one glances down the column showing their ages which ranged from 16 to 71. (The full muster roll with full data is reproduced on following pages.)

They drilled enthusiastically for a few weeks, offered themselves to the state of Florida, but were not accepted by the Confederacy, were never paid, disbanded on October 20, 1861.

They were originally accepted for the state by

Brigadier General J. M. Taylor. Some discreetly moved to Egmont Key, where the Federals set up blockade headquarters in November, 1861 under command of Lieutenant Commander Wm. B. Eaton. Some remained on their farms, apparently took part in the bush-whacking that developed between the people of the "point" and upper Pinellas. Some eventually ended up in Company K, 7th Florida Regiment, which was mustered into the Confederate army on April 25, 1862 in Tampa. These eventual enrollees in Company K got there mostly through another temporary volunteer Company in Tampa under command of William J. Turner, kinsman of Joe K. Turner, presently Mayor of Clearwater.

But the war more directly involved the "point."

John A. Bethell, of the "point," eventually ended up as a second Lieutenant in Company K, and made a mighty fine soldier. Abel Miranda, brother in law of Bethell, whose house was bombarded by the Federals from Egmont on March 16, 1862, fled, disappeared from sight until war's end, when he quietly returned to the "point." James R. Hay, cattle herder for Tampa cattlemen, quickly vanished when war started, disappeared from sight in this area permanently. He sold a good house and land for \$25.00, and a watch — a small incident marking the losses and disruptions of war — also the degree of his fear.

The bombardment of the Miranda home and the fleeing of the Bethell and Miranda families is a highlight of the locally famous little book by John Bethell called "History of Pinellas Peninsula." It was published in 1914. Trouble has been that he never explains why the Miranda home was bombarded.

The reason appears to be that inhabitants of mid Pinellas believed Bethell and Miranda, particularly the latter, were implicated shortly prior to the time of the bombardment in the killing of two and the wounding of another two Whitehursts and a McMullen — who apparently had delivered a load of beef to the Federal soldiers at Egmont and were shot at from ambush on Mullet Key as their boat skirted shore on the

homeward voyage. They also obviously believed they were involved in raids on mid-Pinellas farms and in other actions.

But let Bethell tell his own story in his own words, as originally printed in Chapter II of his little book. The title of the Chapter is:

Federal Attack on Big Bayou and Exodus of Settlers

In February, '62, the Federals and *Tories* made an attack on the home of Abel Miranda at Big Bayou, and burned it with all its contents, including furniture and wearing apparel.

The commandant of the blockading fleet at Egmont Key, manned a captured Key West fishing smack with men from the fleet and smack's crew, with enough refugees to make two barge loads, and sent her to Pinellas Big Bayou, to capture Abel Miranda and destroy his home. The smack was furnished with a cannon and plenty of ammunition, including shot and shell.

This outfit anchored off the Bayou some time before sunrise. About 7 a.m. they opened fire with round shot. They made three good line shots for the house, but they were about 200 feet too high and landed in the scrub. One imbedded itself in the ground about the crossing of Fourth Street and Lake View Avenue. Miranda found it after the war and took it out to his new home and hung it to his gate, and I guess it is about there yet, if some of the pot-hunters have not shot it away at quail! That was the first time we ever heard cannon shot whistle over our heads, but we knew there was no danger so long as they were up in the air.

They then quit till about 8 a.m., when they again opened, with shell this time. I do not remember just how many were fired in all, but the first burst, as we thought, about ten feet over our heads, as we were standing out in front of the porch. It seemed like the heavens had fallen through, and scared us so that we did not know whether we were killed or just paralyzed. I picked up several pieces of the shell after the war and buried them by an orange tree. They are there yet. While we were still standing there, and before we got over our scare, they fired another, but that ranged higher and exploded several hundred yards away, as also did several more before we left for a more congenial clime. There were two hirelings on the place, but at the crack of the first gun they "took leg bail" for parts unknown, and we never saw them again till long after the war.

Residents Flee

After we saw the two barges leave the smack, which they did under cover of their gun, we then decided to leave the home place. Miranda took his wife and son to William Coons', on Boca Ciega Bay, for a place of safety, and then returned to a bayhead about three-quarters of a mile from his home, and remained there until about 3 p.m., when he ventured

out in the opening, and as he saw nothing and heard no noise in the direction of his home, he concluded that the vandals had left, and that he would go a little nearer to make sure.

There were three large shell mounds several hundred yards west from his home, and if he could reach the larger one undiscovered, in the event they had not left, and get to the top of it, he could soon take in the situation, as the mound overlooked his homestead, as also the Big Bayou.

He decided to advance cautiously, which he did under cover of the pine trees. After he had reached a pine about seventy-five yards from the coveted spot, he took a long breath and waited a few seconds to peer around before making a dash for the mound. As the way seemed clear, he slipped from behind the pine to go ahead, when he saw a man rise and stand up at the mound and look almost in the direction of where he was standing. Quick as a flash he dodged behind the pine again, and was about to crawl back to his hiding place, thinking possibly the fellow had seen him. But to be sure before doing so he thought he would take another peep and see if he was still there. When he had cleared the tree so that he could see, there were two instead of one, facing and apparently talking to one another.

Old Friend Spotted

Although seventy-five yards away, Miranda distinctly recognized one of his old and most intimate friends, the captain of the smack, a Key Wester, who frequently visited his home, to regale in milk and honey, for Miranda always had a plenty for himself and friends and to spare. Miranda told me that if the captain had been by himself, after he had recognized him, he would have hailed him, but seeing no chance to do so, he decided to go back to his hiding place.

After the close of the war Miranda received a letter from the captain of the smack, enclosing a watch charm and some jewelry that his wife left on the sideboard in the excitement and hurry to get away. He said that he regretted very much and would always regret the part he played in the destruction of his home, and distressing of his family, and hoped they would forgive him for his very unkind act.

One of the most remarkable events of that day happened about a half hour after Miranda left his family at the Coons' home, on his way back to the Bayou, when his wife walked out on the rear porch and confronted a man in Federal uniform. As she was about to step back, he saluted her and asked if she was Mrs. Miranda. "Yes," she answered. "Where is Mr. Miranda? I want to see him." "If you had come by the cart road and not through the woods, you would have seen him. Take the cart road back and possibly you might see him yet."

Miranda said that he went by the cart road to Coons', and returned by it; that he saw no one and that he believed the fellow was one of the refugees in disguise from the fact that had it been one of the ship's or smack's crews, he would have taken the

road, as they were not familiar with the woods, and there were no through trails.

Bayou Left Behind

After we left the Bayou that morning we thought best to separate — Miranda would go to Coons' with his family and I would cross Booker's Creek and mount the top of the largest mound that overlooked the surroundings, so that I would not be surprised by the Tories, in case they should be looking for us. But before we separated we agreed to meet in the evening at "Beggs' Hill," a mound in what is now Mr. Taylor's grove, and wait there until the crew should leave the Bayou.

Not finding Miranda when I arrived at the hill, I concluded not to wait for him, as the sun was only



Captain Miranda and Wife

about a half hour high; but to take a cow trail along the Bayou front that led to the home landing, through the palmettoes and myrtle bushes, that were high enough to keep me from being seen.

When I got within about three hundred yards of the landing I rose up and looked out on the Bayou and saw one of the boats about a quarter mile away, and not seeing the other one, thought it might have gone also, and started under cover of the bushes again to get a little nearer. When within fifty yards or so I came to a halt to wait until dark.

However, I had not long to wait; for in a few minutes I heard someone say: "Is everything in the boat?" Then I heard the answer, "Yes, sir"; then, "All aboard! Man your oars and pull away!"

I waited until they were some distance away, when I made my way to the place where the home had been; for there was nothing left of it but charcoal and ashes. All the fences and out-houses and everything that had wood enough on or about it to take fire, was burned. There was light enough when I reached the spot to see the destruction that had been done. About forty large fine orange trees in the enclosure had shared the fate of the home.

Livestock Killed

And these were not all of the pitiful sights to be seen. Some eight or ten head of chickens were hopping around with broken wings and legs. There had been a great many fowls on the place, but the fellows had to shoot them, as there was no chance to get them any other way. Also several of the shoats were crippled, some with legs broken, some shot through the body. One had a bullet hole through its neck and was living; but one long-eared shoat that had never been marked had a bullet hole through both ears. He must have been posing for a target.

They carried off a great many chickens and hogs, large and small; also about five hundred pounds of home-made bacon; two barrels and several jugs of syrup; over one hundred pumpkins, several barrels of corn in the ear, and some ten bushels of sweet potatoes there were housed.

I had two sloop boats; one of four tons and one of five tons; the latter was hauled out for repairs and they ruined it by cutting up the decks and sides. As it was past repairing after the war I burned it. The four-ton boat was newly refitted. They used it to carry the plunder to the smack. They made two trips with it, well loaded each time. From the top of the mound I had seen my boat go to the smack loaded; then return to the Bayou and back again to the smack a second time loaded. About 11 a.m. they had fired the home! I could see the smoke and flames very distinctly. The smallest piece of petty meanness perpetrated by them was the slashing the skirts of an old worn-out saddle!

Home Burned

Miranda, not finding me at Beggs' Hill, supposed I was either killed or captured, so made his way to the place where, the day before, stood his happy home. Night had now shut in, but there was light enough from the burning embers to see any nearby moving object. Whilst I was moving about and wondering what had become of Miranda, I heard him say: "Who's there?" I answered, "It's me, John." It was quite a relief to us both when we met.

By this time it was too dark to do anything, so we concluded that we had better go to where his family was, as they would be uneasy about him; and come back next morning and try to get to Tampa. Before we left I thought it best to take along a slab of bacon that

I had recaptured from the invaders. As we had been without food all day, I realized that it would come in good season when we should come to where his family was quartered.

It was this way: On my arrival at the ruins, that evening, I heard a great buzzing of bees, so walked over to where they were, and found that one of the hives had been turned upside down. As I turned to leave I espied a side of bacon hanging to a spruce sapling by the hive. I took in the situation at once. The fellow passing with the bacon had thought he would take some honey along also; but all he took was "leg bail," for the honey and bacon were left behind, where I found it. And that is how I "recaptured" it.

We returned to the Bayou next morning and, after putting everything out of misery that was too badly crippled to live, we made preparations for a trip to Tampa.

After walking around we found a small, leaky, wallsided, sadiron-shaped skiff twelve feet long and as many inches deep, and four feet wide, that we had built for alligator hunting in Salt Lake. As it leaked badly, it had been tied to the landing to swell up, and had been turned adrift by some of the boat's crew that morning, as it was full of water. It happened to come ashore in the marsh near the landing.

Flight to Tampa

This was the situation: There were only two chances for us to get to Tampa — foot it, or take that skiff. Our four boats, with oars, sails, poles and paddles, were all carried off to the blockade. We decided to take the skiff.

It did not take us long to get ready. We had no bedding or extra clothing, as everything in that line had been taken away also, or burned with the home. We dug a few potatoes and took a slice of the bacon the bees had taken in charge, and set out for "Paul's Landing" to get a supply of water, for the well at the home was full of charcoal from the burning of the curb.

All we had to propel the skiff with was two split pickets, so we were slow in getting to Paul's Landing, where we could get a drink of water. There we filled a jug that we found at the Bayou; also picked up an old paddle, with which, and the two pickets, we struck out for Papy's Bayou, and from there to Brushy Point, as it was the nearest land on the other side of the bay.

We met with no mishap from the Bayou to Papy's, but before we got to Brushy Point the wind rose up from the north and made such a choppy sea that it was with difficulty that we could keep the water out. One of us would have to quit paddling every now and then to keep it free, it leaked so badly.

We finally got across without any further mishap, and then went on to Gadsden's Point, where we camped for the night. Here we proceeded to roast some potatoes and broil some bacon to regale on, as we were by this time very hungry and tired. We had no bedding so we lay down on the sand by the fire. The next morning we set out again for Tampa where we

arrived at noon. Next day Miranda hired a team and went back to the Point and brought back his family to Tampa. And so we bade good-bye to Point Pinellas.

But a much better glimpse of war in the St. Petersburg area is given in a diary, never published, by a Confederate soldier, Robert Watson, of Key West, and a member of Company K, 7th Florida Regiment. He was a sergeant.

Watson was a fine soldier and quite a guy in other respects. He was by trade a ship's carpenter and a relative of the famous Lowe family, people of English extraction, who had lived in the Bahamas since the early Seventeen Hundreds, migrated to Key West, tried to homestead on Key Largo, south of Miami, were denied because ocean and gulf islands were not open to homestead under the 1842 Armed Occupation Act; finally settled in Pinellas in the Eighteen Forties, being the original settlers at Ozona. Mrs. Maurice P. Condrick, 800 - 37th Street North, deceased, generously supplied this writer with a copy of the diary some 20 years ago. Mrs. Condrick was a Lowe. Her husband died recently.

Extracts from the Watson diary follow. They tell the story of Civil War in St. Petersburg better than any other written record. But first, Watson's own words from the diary must get him to St. Petersburg.

Key West September 27th 1861:

Owing to the political affairs of the country and the Federal troops having possession of this place, and as it is rather unsafe for a southern man to live here, I have determined to leave in disgust, consequently I left today in the schooner Lady Bannerman for the Bahama Islands, in company with Canfield, Sawyer, Lowe and several others. The schooner has on board 55 passengers in all, the most of which are women and children.

Sunday 28: Arrived at Bay Honda at 9 o'clock AM, all hands bright. Wm. Sawyer, Alfred Lowe, Canfield, and others went ashore to catch crabs while I stayed on board making love to Miss L. Got under way about 2 o'clock PM and arrived at Knights Key at 6 o'clock PM and came to anchor.

October 3: Laid to off Sandy Key and got a lot of conchs and as my appetite was very keen I ate many conchs, stewed conch, fried conch and roast conch and tapered off on rum. Was taken very sick in the night with the cholera morbus.

October 3: Arrived at Green Turtle Key about 10 o'clock PM, went on shore got something to eat and drink, came on board in high spirits owing no doubt to the strength of Mr. Michael Harris's brandy.

October 4—5: Went on shore and was taken very sick with cholera morbus, thought I would die, but recovered today, feeling very weak.

October 12: Went on shore and stayed until Saturday the 14 when I started with Mr. Canfield for Nassau in an old sloop with a Negro captain and crew. Arrived in Nassau on Sunday the 15th. Stopped at Spanish Wells on our passage down and saw several of Key West acquaintances. I forgot to mention that I left my brother George, Alfred Lowe and Mr. Sawyer at

Harbor Island. Took board at the American House at \$1.00 per day.

October 23: After we left, but after waiting for eight days we got tired of Nassau and finding that our pockets were getting low we engaged to work our passage in an old leaky schooner bound for Jacksonville, Fla. Started this morning for Norman's Pond for a load of salt.

November 2: Got under way at 8 o'clock AM and started for Jacksonville, Fla. and as I did not write in my journal during the voyage, I shall state the proceedings in as few words as possible, it is as follows: two men in a watch, one would steer two hours and the other pump every half hour, and then relieve the one at the wheel and let him pump for two hours, every little squall our sails would split and ropes give way and then all hands would be busy for three or four hours at a time. Our food consisted of rice and salt pork very poorly cooked at that. At last the joyful cry of "land ho" was sung out from the mast head and we came up to the St. Johns bar on Wednesday.

November 12: Saw a steamboat coming down the river and all hands were joking about the blockade, but we soon changed our tune for on looking to leeward we saw a large steamship coming for us with all steam on, then we saw that our only hope was to run her through the breakers which was done and I really thought the old schooner was going to pieces. While she was thumping the steamer was firing at us but luckily her shots fell short, the nearest one fell about 250 yards astern. The ship knocked off her false keel and then went over into deep water leaking very bad. Came to anchor at Mayport at 5 o'clock.

November 15: Made fast at Capt. Miller's wharf at one o'clock today. Jacksonville. Went on shore and took board with Mrs. Donaldson at \$5.00 per week, took my clothes and tools to her house.

December 9: Left this place at 8 o'clock for Cedar Keys, arrived at Baldwin where we changed cars for Cedar Keys and after stopping at numerous places we arrived at our destination at 5 o'clock PM. Met Mr. Mulrennan and a lot of the Key West smacksmen, reported ourselves to Lt. Mulrennan who took us up to the hotel that he was stopping at.

December 13: Received a letter from Jacksonville informing me that my tools were shipped according to order but they did not come in my hand. Lt. Mulrennan took us before Judge Steele and we were sworn into the service of the State of Florida and of the Confederate States of America. He came to our quarters this evening and told all hands that whoever was willing to join the Coast Guard must be ready by 12 o'clock next day but I am sorry to say that not one of the party would join. They wished to go to Key West.

December 14: Left Cedar Keys in the sloop Osceola for Clearwater Harbor at 4 o'clock PM and arrived at 3 o'clock PM 15th inst. Called on Gus Archer, Dick Mars, John Lowe and some more Key West unfortunates. They were all very glad to see us and treated us like brothers.

December 16: Walked five miles out in the country to get a cart to take our baggage to Tampa. Saw the owner of the cart who promised to take us through next day but that he would have to take our things to his place that night in order to make an early start in the morning. Went on board, packed up our baggage, put them in the cart and walked back to his house after bidding our friends good bye. We slept at his house.

December 18: Turned out at 4 o'clock AM, got breakfast and started for Tampa, a distance of 35 miles arrived at Tampa at 5 o'clock ahead of the party, for on the road I met a Methodist minister, who, seeing that I was very tired very kindly took me through in his buggy, the rest of the party arrived about one hour later. We went to the house occupied by the members of the Coast Guard and took our quarters with them. Found that Lt. Maloney and twelve men were on a cruise down the bay in the sloop Cate Dale, they arrived today and we reported ourselves to him. He told us that he would send us to Point Pinellas in a few days, that point being our station for the present. Called on Messrs. Crusoe, Jandrill, Kemp and other Key Westers who are living in Tampa.

December 21: Took our things on board of one of our boats, a 14 oar boat and started at 9 o'clock AM for Point Pinellas where we arrived at 4 o'clock.

December 29: Mr. Smith began drilling us today for the first time and the most of the party went through the facings very well.

December 31, 1861: The guard at the point reported a boat coming up the coast. We manned the boat and went after her, she proved to be a friend. Went back and drilled. Worked nearly all day building palmetto shanties. Some of the camp hunting and fishing, oystering, claming & etc. & etc. Thus ends the old year 1861 and may the year 1862 be a more peaceable and happy year to us all and may the Southern States prosper in all its undertaking, gain its independence and be a prosperous, happy and powerful nation, and may we all return to our happy homes and firesides is my prayer. Amen. R. Watson. Point Pinellas Station January 1st 1862, Fort Buckley. New Years day, all hands in good health and spirits, working on the palmetto shanties, but who can tell where we will be next New Years day? The day ended as usual, with a drill.

January 2: I was on guard on the point all day watching the blockading bark, got back to camp too late to drill.

January 6: Thirteen of us went to Maximo place to build palmetto quarters. Arrived there at 11 o'clock AM and commenced work. The mosquitos were very thick in the first part of the evening and it was very warm but about 11 o'clock it was so cold and damp that we could not sleep. Our beds consisted of a few palmettos spread on the ground and a blanket spread over them.

January 7: Worked all day on the quarters, cutting poles, palmettos, and putting them up. Dug a well which caved in as soon as it was dug.

January 8: Finished the house today. Cut and put on board a load of palmettos and pulled up to our camp, a distance of five miles. Got home safe and finding the boys drilling. Sent my trunk and all of my fine clothes up to Mr. Crusoe at Tampa. Mr. Smith and John Bethell started for Tampa at 5-1/2 PM, also Mr. Thomas Russell who had been detained by Lt. Maloney, he had stopped at the station on his way to Clearwater Harbor but as he had no pass from the comdg. officer at Tampa he was detained as a prisoner and sent to Tampa. No boat or person is allowed to leave Tampa without a pass and our comdg. officer has orders to detain all boats and persons without said pass.

January 10: Nothing worthy of remark today except that some of the boys wounded a deer but did not get it. Shot 1 rattlesnake and brought it to camp. At night caught a lot of fish. Nothing to eat for supper but mush, all the rest of the provisions being out for several days.

January 11: Very foggy this morning, some of the boys have gone hunting, others fishing, clamming, oystering & etc. all of which came home empty handed except those who went oystering. They brought in a fine lot of oysters. Provisions very scarce.

January 14: Worked all day thatching the house. Nothing worthy of remark, took place during the day. In the afternoon we drilled and Mr. Smith and two men made preparations to go on a cruise to Mullet Key to have a look at the blockading bark. They started at 7 o'clock PM. I was on guard at night and felt very unwell owing to a bad cold. No excitement through the night.

January 15: Worked all day flooring the officer's quarters which was finished by night. We drill today owing to the absence of Mr. Smith who arrived from Mullet Key at 7 o'clock PM. He made no discoveries of importance. Mr. Crusoe killed a fine deer in the forenoon. No excitement during the night.

January 19: Sunday, Inspection of arms at 8-1/2 o'clock AM, my gun was pronounced to be in the best order in the company. I forgot to mention that we had target shooting yesterday, a great many of the company did not hit the target and I hit in the same place, my gun gave me an awful kick and I really thought that my jaw bone was broke. Every one of the guns kicked badly owing to there being too much powder in the cartridges. The best shot received for a prize two pounds of tobacco, the second best one pound and the third best half pound. I went to the oyster bar and ate my fill of oysters and brought home enough to fry for supper. At 7 o'clock PM volunteers were called for to man the Mollie Post to go to Boca Ciega to try and capture a Yankee schooner boat that reported to be about that place. We started at 7 o'clock PM with fifteen men and Lt. Maloney in command. Arrived at Maximo place at 11 o'clock PM, took our things on shore and turned in. About 2 o'clock AM we were all aroused from sleep by Marcus who was on guard. He rushed into the shanty and sang out to us to hurry up and get our arms for the Yankees were upon us. We all

jumped up, seized our arms, loaded them and rushed out into the open air expecting to see a large party of the enemy close at hand, but found that it was a false alarm. Marcus had seen four of our men coming out of the woods and took them for the enemy. We made and drank some coffee, manned the boat and pulled for Boca Ciega at which place we stopped at, at daylight, went on shore had a look at the bark, ate breakfast, smoked our pipes and was calculating to stay till next day when we saw a boat coming down the coast hailed and hailed and brought to. She proved to be a friend and informed us that the Yankees had taken Cedar Keys and burnt some of the place. The boat was manned and we left for camp at Point Pinellas for the Lt. said that he expected that we would be wanted in Tampa. We arrived at camp at 1 o'clock PM finding Capt. Mulrennan there. He was waiting for us to go to Tampa. All of our provisions had already gone, we got dinner and started for Tampa feeling very tired at which place we arrived at 8 o'clock PM all hands completely used up for we had pulled for twenty four hours on a steady drag, only taking time out to eat. We went to our old quarters, got a slight supper and turned in.

January 21: Volunteers were called for to go over to Spanish town to build batteries as the enemy was expected in a short time.

January 28: Capt. Mulrennan took Alfred Lowe and myself over the river to make cartridges. We worked all day and made quite a large number. The sloop Cate Dale came up from Point Pinellas late in the evening bringing our clothes, for I forgot to mention that we left all our clothes there when we came up, our boats being too small and crowded to bring them with us when we came.

January 30: At roll call this morning Mr. Smith informed us that there would be an election this day for one 1st, one 2nd and one 3rd Lt. and that our company would hereafter be known as the Key West Avengers. After roll call there was great disputing about who should be run for the above named officers. Nearly all of the company were in favor of not giving W. C. Maloney a vote for any office as he is not liked by many on account of his actions towards the company, and also for the following expressions that he made at Point Pinellas. He said that we could not be treated like white men but must be treated like niggers, he made this remark to Mr. Smith and several of us heard him but while the boys were electioneering and writing tickets some one went over and told Capt. Mulrennan about it. He came over immediately in a great passion and told us that he did not care a d--d who was elected for 1st Lt. for he should appoint Walter Maloney over him. We all knew that it was out of his power to do so and Mr. Smith would have been unanimously elected for that office, but he came over and called the company together and told them that he had heard about the feeling of the company and he wished for his sake that they would not run him for that office as it would make hard feelings between him and the other officers should he be elected and

requested that all who were in favor of letting things go on smoothly and not run him for the office to shoulder arms. But not a gun was raised. He then begged them not to persist in running him and made quite a nice speech but his feeling overcame towards the last so that he could scarcely speak. He said in his remarks that he did not want any office on account of pay for he had money enough, he only desired to be of service to his suffering country. He thanked them all for their good opinion and kind feelings toward him and etc. and wound up by requesting them again not to run him as he could not think of accepting the office. The men then to please him very reluctantly shouldered their arms. He thanked them and told them to break ranks. The election was then postponed until next day at 2 o'clock PM.

February 2: Sunday. Inspection of arms by Capt. Mulrennan. Our arms pronounced to be in good order. I am on duty today as officer of the day. 30 volunteers were called for to go on an expedition to Manatee to look after the Yankees that are reported to be in that place. Our boats were launched and put in the stream. We are to start tomorrow, I go with them. Nothing more today.

February 3: Great preparations this morning getting the boats ready and packing our dunnage. Left Tampa at 2 o'clock PM. Capt. Mulrennan in the Mary Jane, Lt. Ashby in the Mollie Post and Lt. Maloney in the sloop Cate Dale. I am in the Mollie Post and we beat the Mary Jane so bad that we had to anchor at Gadson's Point and wait for her. When she came up with us Capt. Mulrennan told us to proceed to our old quarters at Point Pinellas at which place we arrived at 9 o'clock PM which was over an hour ahead of the Mary Jane.

February 5: Started for the settlement Manatee at daylight at which place we arrived at 7-1/2 o'clock AM. In passing the guns out of the Mary Jane one of the guns accidentally went off, one of the buckshot went into Tom Butler's foot. It struck one of his toes breaking it all to pieces and passing up into his foot. All hands in good health and anxious for fight. Got breakfast at 12-1/2 o'clock PM. Sent Tom Butler up to Tampa in the Cate Dale to have his wound dressed for we have no doctor with us. I walked out to Capt. Dick Roberts a distance of 14 miles. He and family in good health and spirits. Spent a few hours very agreeably with them and got back to camp at 11 o'clock PM.

February 6: After breakfast we went over to the sugar plantation. I drank a lot of cane beer which was very nice but it did not agree with me. After dinner we started for Shaw's Point taking 25 men belonging to Turner's Horse Company with us. We fixed our quarters, got supper, set the guard and turned in, the mosquitos and fleas in abundance.

February 8: One of our men has been missing since yesterday (deserted). After breakfast I went into the woods and cut a mast for our boats having carried ours in coming down to this place. Ended the evening by singing songs, telling stories & etc. The fleas were so savage that I could not sleep.

February 10: On guard today. Continued raining until 12 o'clock PM. The Mollie Post's crew with Capt. Mulrennan went up to the sugar plantation and brought us at the camp a barrel of cane beer. They were all pretty merry owing to the strength of the beer that they had drank in large quantities at the mill. All went well through the night.

February 11: The horse company are all growling and dissatisfied, they don't want to stand guard. I hope they will go away soon for they are the laziest, dirtiest and lousiest set of men that I ever saw. Our boat went up the river after beef but did not get any, it not being ready for us.

February 12: Went fishing this morning, caught a few nice sheephead. After breakfast the horse company went away, thank fortune. I think that we will go to Tampa soon, for the fleas are awful.

February 13: I went up to Mother Joe's place this morning after beef. Started at 3 o'clock AM and got there before daylight. The distance is six miles. Got 287 lbs. of beef and got back to camp about 8-1/2 o'clock.

February 16: Sunday. After breakfast this morning instead of inspection of arms Lt. Smith told us that the Confederate States wanted us to join their service for one year of the war. He delivered quite a nice speech which had the effect of getting us all to join Company K, Regiment 7.

February 20: Worked all day and in the evening I received an invitation from a young lady to come over and spend the evening and to bring my flutina. I accepted the invitation and went. Passed a very pleasant evening and got back to camp at 11 o'clock. While over there I heard that the enemy had been at Clearwater and taken our boats that had been left there for safe keeping. The people at that place offered no resistance whatever. Shame on them, for three or four men could have killed the whole party, the enemy being in a boat and they in a thick wood within gunshot.

February 21: While at roll call this morning one of the men that started for Bayport came to camp bringing information that the enemy had been at Papy's Bayou and that a man named John Whitehurst and his wife had gone off with them to the blockading barque. This man had long been suspected of being on friendly terms with the enemy, but no proof could be brought against him until now. I spent the evening with Mr. Richards and family.

February 22: Capt. Mulrennan and ten men went to the place lately occupied by Whitehurst for he is expected to be back after his things, and if they come there will be a chance for a fight. There is only eight men left here at present and should the enemy come we would have to take to the woods for safety.

February 23: Sunday. Truly this is a cosmopolitan company, it is composed of Yankees, Crackers, Conchs, Englishmen, Spaniards, Germans, Frenchmen, Italian, Poles, Irishmen, Swedes, Chinese, Portuguese, Brazilians, 1 Rock Scorpion Crusoe; but all are good southern men. There are also Scotchmen, Welshmen

and some half Indians, surely this is the greatest mixture of nations for a small company that I ever heard of.

February 24: The Yankees have taken Fernandina about a week ago. Just heard by mail that Jacksonville and St. Augustine are in the hands of the enemy consequently I have lost all my tools worth \$300.00, a serious loss for me for I was in hopes that I would save them and should my life be spared, to start business after the war was over.

March 16: Sunday. Received information that the enemy had shelled and burnt the dwelling and out houses of Mr. Abel Miranda. Our Captain gave us orders to get ready to go to Manatee tomorrow. We took one six pounder and put it on board of the sloop Cate Dale and landed the other on the opposite side of the river. We are to wait until the mail arrives as Lt. Smith is expected in the stage.

March 18: Went out in the country Manatee and called on Mr. Bill Lowe and family and Capt. Richard Roberts and family all well. Took dinner with Capt. Roberts and went back to camp. Started for Tampa at 5 PM. Stopped at Point Pinellas and landed Chas. Berry and five men to signalize when the enemy comes in sight. Stopped at Gadson's Point and landed Joseph Cole and 5 men for the same purpose.

March 19: Arrived at Tampa at 6 o'clock AM. After breakfast turned in and had a nap for I had not slept any for two nights. In the afternoon was informed that 30 volunteers wanted to go on a scout at Point Pinellas. The Yankees had been at Miranda's place and burnt everything that he had, his clothing and wife's nieces' and children's clothes, and chased him through the woods, fired twice at him but he escaped unhurt. I returned to go but it blowed too hard to start.

March 23: Very rough, but started for Point Pinellas. The sloop came very near capsizing several times but managed to get to our destination at sunset. Camped in the woods and slept first rate although it rained through the night.

March 24: After breakfast we went over to a shanty about three miles distant where we are to be stationed for the present. Dug a lot of sweet potatoes, cooked and ate supper and turned in.

March 25: We repaired a small boat belonging to Mr. Coons and five of us started in the afternoon, the boat leaking very badly. It is useless to mention all the little incidents that took place as we went along the coast wading the boat over oyster bars, having no chance to sleep, our clothes wet all the time, very little to eat & etc.

March 27—April 2: We stopped at Point a Rassa this day (Punta Rassa, near Ft. Myers). Stayed until next morning but could see nothing of the runaways and our provisions nearly out came to the conclusion that we had better go back. We therefore started after breakfast and stopped at Henry Brown's place in the afternoon. He has got a splendid place, beautiful lemon and orange groves, thousands of lemons rotting on the ground. He gave us some potatoes, pumpkins

and lemons after which we proceeded homewards. We arrived at our camp at Point Pinellas on the 2nd of April and found that the boat company was broken up and that we were to be formed into Guerrilla companies. Capt Mulrennan to have charge of one company and Capt. Smith another, the company to number thirty four rank and file. There were only eight men left at the camp. The rest of the men had gone to Tampa.

April 4: Twelve of us went on a cruise visiting the place of the Tories that had gone to the blockade. Got a lot of corn and some salt & a few old chairs & etc. at Frank Gerard's place. At Grinder's place we killed two hogs and visited two more of the traitors' places.

April 5: Got back to camp on the 5th all well.

April 6: Shot a fine large steer, it was the best beef that I have seen for some time. Made soup of the head and it is a positive fact that there was sixty gallons of soup made and drank this day and there is twenty of us. Besides there was about fifteen pounds of steak and 1 1/2 bushels of potatoes cooked and ate during the day. Passed the evening at Mr. Coons' house. He and wife and eldest daughter are highly educated and I wonder at their burying themselves in the pine woods of Florida when they have lived all their lives in the best of society.

April 10: Started this morning for Tampa with Mrs. Miranda and son, Miss Alice Curry and brother on board. It being calm had to pull all the way. Arrived at 2 o'clock PM. Heard that Charley Collins had married Mrs. Black the night before. In the evening a lot of us went over to his house and gave him a serenade with tin pans & etc. He came out with his fiddle and struck up also. We then stopped the noise and he and Woods played several very nice tunes together, after which we went to the officers quarters, took an old fellow that belongs to our company named Pratt that was living with a Negro woman that cooked for the officers and rode him on a rail down to the wharf and threw him overboard. We then gave him a lecture, told him what it was done for and that if he was caught doing the like again that we would give him thirty nine lashes.

April 13: Nothing worthy of remark took place during the last two days except that I joined Capt. Mulrennan's company. Capt. Smith wanted me to join his company and offered to make me first masters mate and quartermaster of his company but I preferred being with Mulrennan. At 11 o'clock AM the alarm was given that the enemy was in sight and coming up the bay. We all took our arms and ran down to the ditches all hands anxious for a fight. A large schooner was coming towards the town and after keeping us waiting for over an hour came to anchor behind an island two miles from town. Picket guards were set at all the different roads leading to this place for we are of opinion that the Yankees have landed men below us and came in the schooner to draw our attention while they march up in our rear. A boat was seen coming from her and two of our boats

were manned and went out to her. She had a flag of truce and demanded the surrender of Tampa. Major Thomas told them that he would not surrender it. The Yankee officer then gave him twenty four hours to take the women and children out of the town as they would attack the place at the end of that time. Our men gave three cheers at the prospect of having a fight which made the men in the Yankee boat look down in the mouth as they expected to see us all look frightened and ready to surrender. Capt. Smith told us to take all of our clothing and carry them up the river as the enemy might come too strong for us and should we have to retreat it would be impossible to carry anything with us. A strong picket guard on all day and night. I am at work making cartridges tonight.

April 25: The company went into election for officers this morning and the following is the result. R. B. Smith Capt., W. C. Maloney 1st Lt., Saml. B. Ashby 2nd Lt., and John A. Bethell 2nd Lt. at 4 o'clock PM twelve of us went over in a boat and brought over Major Thomas and his lady. The major mustered us into the Confederate service after which the company gave three cheers for the major. We then pulled him and his lady up and down the river for which he thanked us.

May 9: About 11 o'clock PM we were aroused from sleep by the beating of the drum, we all hurried up to headquarters with our arms and learned that the enemy had been at Clearwater Harbor and taken several prisoners, and one man Scott Whitehurst, had gone voluntarily with them. They said that they would be back in a few days, consequently twenty of our company went there to meet them.

May 11: I and all of the company was paid off today, up to the 5th of March. From that date we are to be paid by the Confederate States. Mulrennan charged us all 5 per cent for paying us off which has caused a great deal of hard feelings, for to make the best of it, it is very mean and shabby of him to exact it from us.

May 12: At 10 o'clock PM just as I was going to bed the drum beat to quarters, we all hastened with our arms & etc. and learned that twenty of us were to go to Clearwater Harbor. We volunteered cheerfully as there was a prospect of a fight. We started at 12 o'clock with twenty of our company and twenty-four of Gette's company. We pulled the whole way to Old Tampa, distance of forty miles.

May 13: We arrived at 11 o'clock AM all hands tired, sleepy and out of humor for we had pulled without a spell from the soldiers who were too green and lazy to help us. We cooked and ate dinner and walked over to Clearwater. We arrived there at 3 o'clock PM, ate supper with our men that were stationed there and then walked six miles further to a place that was thought the enemy would land at. Had to wade one creek and sleep in an old shanty on a dirty floor full of fleas and no blanket to cover us for we had left them at Old Tampa. Kept guard all night but nothing happened.

May 14: After an early breakfast we started for the

settlement, Lowes Landing, Anona, and on the road we met a horseman with the intelligence that the Yankees were at Archer's place (Bill Fletcher Meares (Largo) talked to them) and were getting the sloop Osceola off. We hurried up and when we got to the settlement the Capt. halted us and sent ten men as a scout to see if the enemy was there. After waiting two or three hours, all hands getting impatient, the order was given by Lt. Henderson to march to the place that the Yankees were supposed to be at. We had got about three miles on the road when we were met by Capt. Smith on horseback. He informed us that the enemy had got the Osceola off and were on their way to Clearwater, so we turned back in double quick and when we got to where we started from we saw them coming, but when they were opposite us they went about and beat it out of the pass. We were all greatly disappointed for I never saw men so eager for a fight in my life. We kept a strict guard all night but they did not come.

May 16: At 10 o'clock AM we left for Archer's place under Lt. Ashby, Capt. Smith having gone to Tampa, Lt. Henderson and his command staying at Clearwater. We arrived at our destination and stopped at Bob Whitehurst's house, one of the Tories. We found plenty of everything to eat such as green corn, peas, cabbages, honey & etc., hogs, cows & etc. We lived high. Kept a strict guard.

May 16: Guard day and night. Archer, Lowe, Mears and Anderson moving their things to Clearwater, from there to be taken to Old Tampa and we are to carry them and their families to Tampa for they are afraid to stay on their places as the Yankees have threatened to take them prisoners. Two scouts were sent out and they reported that the enemy had been at a place owned by one of the Tories and had dug potatoes and robbed six bee gums. They could not have left more than two hours before the scouts got there. They found a letter in the house directed to Major Thomas. The letter contained two letters for Frank Phillips. Shortly after, a horseman came from Clearwater with the information that Lt. Maloney had arrived at that place and that Mr. Jas. McRay & son had arrived at Tampa. They were sent in a smack with a flag of truce. They have been prisoners at Key West for some time. Mr. McRay stated that three barges with 90 men had left the blockade for Clearwater to take that place and our company that they heard was there. We went up to Clearwater in the afternoon together with the families of Archer, Lowe and others.

May 26: A flag of truce was sent to the blockade today to see if they would give up some Negroes that had ran away from their owners and are on board of the barque. I wrote my mother by this opportunity.

May 27: I am on guard today and night. Rained all day and night. About 12 o'clock at night the boat from the blockade arrived. They did not succeed in getting the Negroes but our letters will be sent to Key West by first opportunity.

June 14: Received orders to get ready to march for Tennessee within ten days. All of Gette's company got

furloughs and left for home immediately and many of our men did the same. I remain in camp.

June 27: Left Tampa today at 9 A.M. The ladies in large numbers turned out and saw us off. There was quite a waving of handkerchiefs and many tears shed but I am satisfied that none were for me for I have no female acquaintances in the place. We crossed the river, gave three cheers and proceeded on our way and stopped at the 13 mile run for the night, ate supper, had some music and dancing in spite of our being tired for the road is soft sand and tiresome to walk.

June 28: Started at 3 AM and marched 21 miles. We then stopped for the day, it being about 10 AM. All hands in good health and spirits. (And thus from the St. Petersburg scene).

Robert Watson Biography

Robert Watson was born September 9, 1835 on Ragged Island in the Bahamas and moved to Key West in 1847. A ship's carpenter by trade, he enlisted in the Confederate Army, Company K, 7th Florida regiment on April 25, 1862, after having served in the Florida Coast Guard since March 5, 1861, being stationed at Tampa. He transferred to the Confederate Navy on March 3, 1864 at Dalton, Georgia. He served on the Ram Savannah until it was captured. He subsequently escaped and reported to the navy at Charleston serving there, later at Wilmington, N.C., and then at Fort Fisher. When this fort fell, he was captured and was exchanged and joined the Army at Richmond, being stationed at Drewry's Bluff. When Richmond was evacuated, he was in the rear guard. He surrendered with Lee's Army to Grant.

When he died on July 22, 1909 he was 75 years old and resided in Key West on Grumell Street, between Division and Virginia Streets. He then was married, deaf and almost blind. He was drawing Florida Confederate pension of \$150.00 a year under Certificate 3224, which had been approved by Dr. Joseph U. Fogarty, an ancestor of A. B. (Babe) Fogarty of St. Petersburg.

War hysteria is a thing very difficult to understand even after reading the things Watson thought, said and saw. Even more than a casual reader of history would be justified in believing that the overwhelming majority of Floridians enthusiastically favored secession and the war. Actually the cold facts were markedly different. A large fraction of the political leaders privately were not in favor of war. But in war as in peace one man or a few men who fervently believe a thing carry along with them the dubious, the passive, the indifferent. Thus Florida was swept into a war.

Only a tiny minority of people owned slaves, had positions of power and wealth and prestige thereby. In mid Pinellas for instance, in 1860, of some 70 families only six owned slaves. William J. Turner had 19; William L. Mobley, 13; O. B. Hart, 5 (he was later elected Governor of Florida); Odette Philippe, 6; John S. Taylor, 6; Frederick Varn, 11. There were a total of 82 families in the whole County — 381 people.

The balance were sturdy "dirt" farmers, who drove their own plow horses, killed their own pigs, built their own homes. Actually they had come here because the economy and social structure built on slavery in their places of birth was distasteful to them. But at first they rushed to arms, sought to serve the Confederacy. When they cooled off, some quietly tended their farms, some slipped to the safety at Egmont Key. Their opponents called them Tories, Black Republicans, Federals, the enemy. The Federals called the Confederates rebels, renegades, outlaws.

Conversely the settlers at the "Point," with British and Spanish background were not defenders of the Confederacy. They were fishermen, turtlers, smugglers, traders by ship, with economic, social and emotional ties to Havana and Key West. Traditionally the Federal Government, made visible to them by troops at Tampa, were the "enemy," hence they worked for, fought with the Confederacy not because they loved the Confederacy but from fear or hatred of the Federal government.

Miranda and Bethell, one Spanish, one English, were typical. Oddly enough, those other long time fishermen and turtlers, Armed Occupation Act homesteaders, who have been prominent in these pages; Joe Silva and John Levique, of the Jungle area, were invisible during the war, thereafter quietly reappeared. They probably discretely stepped over to Havana.

And as in every war, there were the enterprising money makers, whose declarations of loyalty were dictated by their financial interests. The slaves freed, their money worthless, their farms idle, their cattle eaten by one army or the other; most Floridians were destitute at war's end, but a few were rich.

Dramatic actors and war acts in the area worthy of note, will now be mentioned.

James McKay of Tampa, a recently arrived Scotsman, cattleman, shipping magnate, merchant, was conspicuous during the war. While his luck was frequently bad, even disastrous, on balance he apparently did well. His grandson D. B. McKay, who died in recent years, became famous as a newspaper man, editor, and author of the famed "Pioneer" page which appeared for some 15 years in the Sunday Tampa Tribune.

James McKay was an active blockade runner. Of record, he lost three runners during the war. His ship "Salvor," one of the first captured by the "Blockade" at Egmont, was taken October 31, 1861. In later years he lost the "Scottish Chief," which was burned by the Federals in the upper Hillsboro River, where it was hiding. His "Kate Dale" was captured.

Other famed and generally successful blockade runners were Captain Archibald McNeill, of Manatee, Captains Frederick Tresca and John W. Curry of Upper Pinellas.

Other Tampans notably involved in blockade running were the original Perry G. Wall. (The second Perry G. Wall, his son, was several times mayor of Tampa.) Wall was one of a group which included

Christopher L. Friebele, E. A. Clarke, Samuel Swann, Major Aaron Frieson and S. G. Frierson. Clarke and Friebele were married to Wall's sisters.

McKay suffered a very severe blow when the Federals under Commodore Semmes destroyed his large salt works on Old Tampa Bay located on Alligator Creek, a short distance south of Safety Harbor. The site is now owned by the County, the Creek having been dammed to form a halfhearted lake. This writer many years ago talked to an eyewitness of the destruction, who was still excitedly indignant about the whole thing.

It is difficult to realize at this sophisticated age, how vital salt was to the Confederacy. In fact some students believe salt scarcity had more to do with the defeat of the South than shortage of gunpowder and cannon.

Salt was absolutely vital to preservation of food a hundred years ago. The South had no natural salt deposits. The coastal states of Georgia, Florida and Alabama were sprinkled with perhaps hundreds of salt works; batteries of kettles and boilers evaporating sea water to get salt. So vital was this work that salt makers, along with preachers, were almost the only classes exempt from conscription.

The most vital contribution of South Florida to the war, particularly the "Point" and all Pinellas as well as Hillsboro and Manatee, was cattle. Problems of transportation and cure, were very simply solved by driving the herds of cattle to the armies, where they were killed as they were needed for food.

Both McKay and the more famed Jacob Sumnerlin, of Bartow, were dominant in this cattle trade. Toward war's end the Fort Myers area, where there were even more cattle, switched loyalty to the Federals because they had troops at Fort Myers and they paid for cattle in gold rather than near worthless Confederate paper money.

Both Bethell and Miranda were beyond question deeply involved in the blockade running. This activity as well as their bushwacking doubtless were at the bottom of the attack on the Miranda home.

More spectacular, but equally harmless, was the bombardment of Tampa on April 13, 1862. This event spotlights how vastly differently war was waged then, than now.

William B. Eaton was the Federal commander, using the U.S. schooner *Beauregard*; Major R. B. Thomas commanded at Fort Brooke and exercised martial law and rule over Tampa.

Under a flag of truce Eaton sent this letter to Thomas:

"Sirs: I demand in the name of the United States the unconditional surrender of the town of Tampa, Florida, together with all the munitions of war and ordinance stores contained therein. If these terms are not complied with I will give you twenty-four hours to remove all the women and children to a proper

distance and then bombard the town. I have the honor to be your obedient servant.

William B. Eaton, Lieut. Com."

Major Thomas immediately replied, stating that he could not accept the proposition of surrendering but agreeing "for the sake of humanity" to remove the women and children.

After waiting a few days to give Thomas a chance to change his mind, Eaton "bombarded" the town as he had threatened. A cannon ball hit the gable end of the courthouse and went through the building. Another hit the home of R. M. Duke at Jackson and Franklin, went through the front window, smashed a mirror and dropped on the kitchen floor. A few more balls landed in the garrison and in town but did little damage.

Despite the mildness of the bombardment, Major Thomas was infuriated. He sent a savage message to Eaton bitterly denouncing him for so brutally attacking a completely defenseless town, endangering the lives of scores of noncombatants.

Upon receiving the message, Eaton was stricken with remorse and he apologetically replied. "Sirs: I regret that my design of commencing an attack on Tampa did not meet with your approval, but I would say in justification of my course that the threat to bombard the town was an inadvertence and should have read 'fort' or 'battery' which however laid directly in front of and afforded protection to the town. I have the best information from parties who had but a short time before been there and made their escape that the women and children had all been removed from the town and that most if not all of the property holders were strong secessionists. You will, I have no doubt, overlook the error in judgment which I made on taking into consideration the fact that I have been here with my vessel nearly six months and after a short period of inaction I was naturally anxious to give my officers and men an opportunity to show their mettle and afford them the chance which they so desired of doing something, if ever so little, toward crippling the enemy.

Very respectfully, W. B. Eaton, Lieut. Com."

To show that he was truly sorry for having caused Tampa alarm, Commander Eaton departed with his *Beauregard* and more than a year elapsed before Tampa was shelled again.

The second shelling was also relatively harmless.

In 1864 when the city was temporarily without troops the Federals landed, looted some properties, including the Masonic Lodge, paraded up and down the main streets, departed without doing any serious harm.

Dr. W. S. Weedon (Weedon Island)

But Hillsborough County beat the State of Florida in seceding from the United States by a good two months — in fact it was one of the first political units in the nation to do so. Nov. 24, 1860 a total of 106 of the most prominent citizens of the area signed a

declaration of secession. In that year the County — which then included an area now divided into 10 counties, including Pinellas — had a population of 2,981. The list of signers included five preachers, four doctors, three lawyers, many officials, the wife of a man who later became Governor of Florida, school teachers, merchants; in a word, the formers of public opinion.

A number of other people identified with "The Point" or the Tampa Bay area were involved in varying facets of the war.

Dr. W. S. Weedon, a surgeon, joined the 4th Florida Regiment and served with distinction throughout the war. His son, Leslie W. Weedon, settled at Tampa, acquired Oct. 8, 1898 what thereafter became known as Weedon Island, despite the fact it was never quite an island. He established a grove on part of a huge shell mound, which occupied a part of the land and which was his principal reason for acquiring the property. He also had a vacation home there. Many times he expressed a hope the property would become a park. He so stated to this writer when, as a member of the Tampa Draft Board in World War I, he examined this writer, rejected him because of poor eyesight.

Three generations of Weedons were doctors or surgeons. The first was the most famed. He attended the great Seminole warrior Osceola prior to his death

in a military prison; first in St. Augustine, then in Charleston, S.C. He created a mystery that was not solved for more than a century when he secretly severed Osceola's head, (after death), presented it to a friend who had a ghoulish hobby of collecting skulls. The head was lost in an Upper New York state barn which was destroyed by fire.

John T. Leslie, of Tampa, noted fighter in both Seminole Wars, formed a volunteer company which eventually became Company K, 4th Florida Regiment. John T. Leslie, a grandson, became a noted historian of Tampa. He was active in founding the Hillsborough Historical Society.

Be not misled, however, after reading these recitations of "war" in this area which was more comic opera than War, that the Civil War was not one of the most deadly and destructive wars ever fought. Compared to modern combat the slaughter was almost incredible. At the battle of Oulstee Pond near Lake City, the biggest Florida soil experienced, involving several thousand troops, casualties were more than 40 percent of the troops involved.

Florida's contribution was equally incredible. The State had a population in 1860 of 140,424 of whom 77,746 were white. The State furnished between 14,500 and 15,000 troops (records are not exact); of these more than half were killed, wounded or captured.

Soldiers Of Florida

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Infantry Company — Captain James P. McMullen

Mustered into the service of the State of Florida on July 20th, 1861, to October 20th, 1861, by order of Brigadier General J. M. Taylor. The Company was stationed at Clearwater Harbor, and at the expiration of their three months' service was mustered out and the men composing it joined other commands.

Names	Remarks	Mustered In	Mustered Out	Names	Remarks	Mustered In	Mustered Out
Officers.				Campbell, W. M.		July 20, '61	Oct. 20, '61
Captain —				Carlisle, J. S.		July 20, '61	Oct. 20, '61
James McMullen		July 20, '61	Oct. 20, '61	Clay, Adam		July 20, '61	Oct. 20, '61
1st Lieutenant —				Clay, W. S.		July 20, '61	Oct. 20, '61
G. W. Whitehurst		July 20, '61	Oct. 20, '61	Collier, W. T.	Sgt.	July 20, '61	Oct. 20, '61
2nd Lieutenant —				Crawford, Jesse		July 20, '61	Oct. 20, '61
Levi S. Whitehurst		July 20, '61	Oct. 20, '61	Crum, D. B.		July 20, '61	Oct. 20, '61
3rd Lieutenant —				Garrison, G. A.		July 20, '61	Oct. 20, '61
A. J. Youngblood		July 20, '61	Oct. 20, '61	Garrison, G. A.		July 20, '61	Oct. 20, '61
Enlisted Men.				Garrison, S. D.	Corp.	July 20, '61	Oct. 20, '61
Arnold, H. G.		July 20, '61	Oct. 20, '61	Gaskins, Lewis		July 20, '61	Oct. 20, '61
Arnold, M. E.		July 20, '61	Oct. 20, '61	Gaward, Frank R.		July 20, '61	Oct. 20, '61
Boothe, R.	2nd Sgt.	July 20, '61	Oct. 20, '61	Griner, David	Corp.	July 20, '61	Oct. 20, '61
Bowden, B. I.	1st Corp.	July 20, '61	Oct. 20, '61	Griner, M. P.		July 20, '61	Oct. 20, '61
Branch, John		July 20, '61	Oct. 20, '61	Hay, Abram		July 20, '61	Oct. 20, '61
Branch, J. L.		July 20, '61	Oct. 20, '61	Hay, J. R.		July 20, '61	Oct. 20, '61
Brownlow, J. P.	Sgt.	July 20, '61	Oct. 20, '61	Hern, H. B.		July 20, '61	Oct. 20, '61
				Hill, R. Robert		July 20, '61	Oct. 20, '61

Names	Remarks	Mustered In	Mustered Out	Names	Remarks	Mustered In	Mustered Out
Holland, G. W.		July 20, '61	Oct. 20, '61	Stephenson, S. H.		July 20, '61	Oct. 20, '61
Kittles, Lawrence		July 20, '61	Oct. 20, '61	Swain, B. C.		July 20, '61	Oct. 20, '61
Leavett, James		July 20, '61	Oct. 20, '61	Tillman, J. W.		July 20, '61	Oct. 20, '61
McLead, Ferdinand		July 20, '61	Oct. 20, '61	Townsend, Elijah		July 20, '61	Oct. 20, '61
Marsh, M.		July 20, '61	Oct. 20, '61	Tullis, J. A.		July 20, '61	Oct. 20, '61
Mobley, W. L.		July 20, '61	Oct. 20, '61	Turner, A. C.		July 20, '61	Oct. 20, '61
Moody, J. M.		July 20, '61	Oct. 20, '61	Turner, D. B.		July 20, '61	Oct. 20, '61
Moody, N. M.		July 20, '61	Oct. 20, '61	Washington, G. P.	2nd Corp.	July 20, '61	Oct. 20, '61
Papy, Charles		July 20, '61	Oct. 20, '61	White, W. B.		July 20, '61	Oct. 20, '61
Parker, W. P.		July 20, '61	Oct. 20, '61	Whitehurst, B. D.		July 20, '61	Oct. 20, '61
Patterson, Martin		July 20, '61	Oct. 20, '61	Whitehurst, J. S.		July 20, '61	Oct. 20, '61
Rogers, J. D.	1st Sgt.	July 20, '61	Oct. 20, '61	Whitehurst, M. E.		July 20, '61	Oct. 20, '61
Ross, T. D.		July 20, '61	Oct. 20, '61	Whitehurst, Walton		July 20, '61	Oct. 20, '61
Smith, G. W.		July 20, '61	Oct. 20, '61	Youngblood, D. N.		July 20, '61	Oct. 20, '61
Stevens, John		July 20, '61	Oct. 20, '61	Youngblood, S. S.		July 20, '61	Oct. 20, '61

Coast Guards — Lieutenant Able Merander's Detachment.

Second Lieutenant Able Merander's Detachment, Coast Guards, called into service by Brigadier General Jos. M. Taylor, July 14, 1861, to September 5, 1861.

Officers.
2nd Lieutenant —
Able Merander

Seamen.
Allison, John
Buckley, Timothy
Barnett, James
Bethell, John
Sanchez, Poncho
Woods, Anderson
William, James

Roll Company K — 7th Florida Infantry.

Names	Mustered In	Mustered Out	Remarks
Officers.			
Captain —			
Robert B. Smith	April '62		
1st Lieutenant —			
Walter C. Malency	April '62	April 26, '65	
2nd Lieutenants —			
John A. Bethell	April '62	April 26, '65	Captured, August, '64
Samuel B. Ashley	April '62		
Enlisted Men.			
Abburg, Benjamin	April '62		
Allison, John	April '62		Sergeant
Amon, Manuel			
Anderson, Charles			
Anderson, George			
Barnett, James	April '62	April 26, '65	Wounded in side by shot, which caused death September 23, '86; transferred to Navy
Barthlum, James	April '62	April 26, '65	Transferred to Navy Confederate Ram
Bell, Louis Jr.	Mch. '62	April 26, '65	"Savannah."
Berry, Charles H.	April '62		Sergeant

Names	Mustered In	Mustered Out	Remarks
Bishop, Asa	April '62		
Bryson, Robert	April '62		
Butler, Thomas	April '62		
Burnes, Thomas	April '62		
Chabert, Jules	Jan. 1, '62	April 26, '65	Transferred C.S. Navy, (Ram Savannah; shot through body in a fight with U.S. War Ship "Water Witch"; June 3, '64.
Chapman, Charles	April '62		
Cole, Joseph E.	April '62		
Collins, J. E.	April '62		
Comb, Charles	April '62		
Cowart, R. A.		April 26, '65	
Curry, Joseph	April '62		
Curry, Samuel	April '62		
Curry, William	April '62		
DeLaunay, J. A.		April 26, '65	
DeLaunay, St. John	April '62		
Dorsey, Edward	April '62		
Duprey, John	April '62		
Edwards, George W.	April '62		
Fallis, Rofina	April '62		
Fagan, Joseph	April '62		
Franklin, William	April '62		
Guerro, Miguel	April '62		
Gibley, William T.	April '62		
Hawkins, Daniel T.	April '62		
Herrymand, William	April '62		
Jackson, John B.	April '62	April 26, '65	
Josselyn, William	April '62		
Lee, Edmund	April '62		
Lovett, James	April '62		
Lowe, Alfred	April '62	April 26, '65	Transferred to Ram Savannah; C.S.N.
Lowe, John T.	April '62	April 26, '65	Transferred to Confederate Navy.
Lowe, William E.		April 26, '65	
McLaughlin, William	April '62		
McLean, John L.	April '62		
Mason, John	April '62		
Merrilac, Augustus	April '62		Corporal
Miller, Charles	April '62		
Monte-De-Oca, Manuel	April '62		
Morrison, John	April '62		
Moss, Josephus	April '62		Honorable mention at Chickamauga.
Oliveri, Marcus	April '62		
O'Neil, William	April '62		
Pent, John		April 26, '65	Shot at Missionary Ridge, Tenn. December 25, '63.
Pratt, Benjamin	April '62		
Richards, George	April '62		Died Camp Chase prison, April 17, '65; grave No. 1884.
Roddenberry, J.			Died Camp Chase, March 8, '65; grave No. 1592.
Russel, John	April '62		
Russell, Thomas	April '62		
Sands, John B.	April '62		
Sawyer, William	April '62		Corporal
Swain, Benjamin	April '62		
Thompson, N. S.	April '62		Died Camp Chase, September 17, '64; grave No. 253.
Wadsworth, Melchi	April '62		
Watson, Robert	April '62		Sergeant
Weathersford, Jeremiah	April '62		
Williamson, J. P.	April '62		
Woodruff, Joseph	April '62		
Wood, Anderson	June '62	April 26, '65	Captured, '62; and exchanged, '63.
Woods, James	June '62		

Chapter XI

THE LAND HUNGER

The fierce urge of the early American settlers to own land, the impulse that conquered this continent and in too large a degree despoiled it, struck Florida beginning some five years after the close of the Civil War. Florida for a while lay stunned after the war's end. The natives were painfully reconstructing their lives, adjusting farming and to an extent commerce and business to a society of non-slaves. There was a hostility and bitterness toward "yankees."

The thirst for land ownership, and the availability of good land almost for the taking, joined to religious freedom and a democratic form of government, attracted and bred what has become the greatest and most effective group of people on earth. From that breed of people evolved mass production, which has created also by far the wealthiest people the earth has seen. Industrialism, the services, sophisticated manufacturing processes have in the last half century obscured, and actually to an extent cancelled the fact that free ownership of land and the exercise of the privileges of ownership is the foundation rock of the people, and still their most fundamental urge.

The first people to America were fleeing from a society where most men were serfs tied to the land and at the mercy of landlords. Their government told them what to believe about God and at times killed them if they dissented. Mostly a handful of rulers made the laws, appointed the judges who interpreted it and the sheriffs who enforced it.

Ownership of land was the badge of freedom. Until the end of the civil war, except for the hunters and fishermen and mariners of South Florida and the Tampa Bay area, the principal occupiers of land in the state were the great plantation owners, with their tens and scores and hundreds of slaves.

But when the bitterness of war had lost some of its sting and a man lived by his own toil or the hired work of free labor, men by the thousands looked to Florida as a nearby frontier where land was cheap, the soil bountiful, the climate benign. And what is now St. Petersburg for the first time got its share of the

newcomers. After the War's end only William T. Coons lived in what is now St. Petersburg.

In 1860 there were but 2,981 people in Hillsboro; there were 381 in what is now Pinellas. By 1880 there were 5,814 in Hillsboro, 1,111 on the Pinellas Peninsula and about 190 in what is now St. Petersburg. (The uncertainty is due to vagueness of location and number of people living along the shore of Boca Ciega Bay in what is now the Jungle area.) There were 240 houses on the Peninsula, 242 families. Of the 1,111 almost exactly half, 550 were on high ground in the Safety Harbor area.

By 1900 the Hillsboro total had risen to 14,941, what is now Pinellas to about 1,800, and what is now St. Petersburg to 273. One must recall, of course, Hillsboro then consisted of perhaps half of all South Florida, some ten Counties.

The bulk of publicly owned land by 1890 had passed into private ownership. While the principal story is who got the land and what they did with it, the mathematics and the legal mechanics of that transfer is worthy of recording.

The lands of St. Petersburg were surveyed by U.S. Government surveyors over the years 1844 to 1876. A. M. Randolph surveyed a little of it in the summer of 1844. Sam Reed surveyed a bit more in the northwest sector in June, 1846, but the bulk of it was run by George Watson, Jr. in the spring and summer of 1848. Oddly he surveyed along the Jungle area in May, 1848, and for some unknown reason made an unofficial sketchy map of the Gulf Islands, which showed no pass where Johns Pass now is, and as has been previously related the hurricane of September 23-25 came along and made one. Watson surveyed all of Townships 31 and 32 South, Range 16 East, which means all of the City south of 40th Avenue North between 9th and Boca Ciega Bay to Pinellas Point.

The Gulf islands obviously were not considered important enough to survey until about 25 years later when John A. P. Apthorp, in the years 1875-6 surveyed them. And that indifference toward the Gulf islands

was until recent years justified, it being an amazing fact that what is now South Madeira was actually homesteaded by George E. Roberts, a famous fisherman on April 12, 1912, although part of North Madeira had been granted to another fisherman, William H. Geiger on September 24, 1906, and another part to Luther F. Ward on May 8, 1905. And a homestead was secured by Thomas H. Pearce as late as January 6, 1913 on what is now Redington Beach. And this writer and his father in 1915 gambled \$500 on an option on it and lost because they couldn't sell a mile of frontage on Gulf and Bay for \$15,000. What is now Treasure Island was the first homesteaded, Claude A. Saunders having gotten a deed June 1, 1886. The owner thought so little of it he sold it to H. Walter Fuller in 1914 for \$800.00!

But back to the mainland of St. Petersburg.

When the surveyors got through their exact measurements of what is now St. Petersburg, they totaled 34,965.53 acres. By Government survey that is the official size of this city. But the dredger and filler has extended that area quite a bit. It is worthy of note that when Watson was surveying the North Shore-Snell Isle area he did not bother to run out the lines of two sections — it was partly submerged mangrove-tidal land — that now are the locale for a considerable number of millions of dollars worth of the town's proudest homes.

It well may amaze you to find what the Federal and State governments got for their 34,965.53 acres, which were assessed in 1965 as having a value of \$751,325,327.00.

They got \$15,125.00! The present day value of 7500 square feet and a modest home!

And who got the land and why did they buy it? There were less than 150 of them and of those five were actually in the same group, and several others were partners. They were from everywhere, literally; Florida, Georgia, North Carolina, Illinois, New York, Michigan, Canada, Cuba, Spain, France, Ireland, Vermont, Philadelphia; particularly Philadelphia.

One of the men, who had the group of associates, from wealth, daring, imagination, opportunity; had it within his grasp to have become the greatest, most famous, the most honored name in all the history of Florida while under United States sovereignty; more powerful than David S. Yulee, Florida's first U.S. Senator and greatest early pre-Civil War railroad builder; Henry B. Plant, the great post-Civil War railroad tycoon of the Gulf Coast of Florida; Henry Flagler, creator of the Gold Coast. This was Hamilton Disston of Philadelphia.

He came a fishing to Florida in 1877, fell in love with it, bought 18 per cent of the whole state, dared to build an empire, based on steamboats instead of railroads (his fatal blunder), sugar cane and rice instead of palatial hotels and waterfront lots; failed, died of a broken heart — and is commemorated only by a 100 foot wide street, Disston Blvd. in St. Petersburg, and the map makers are trying to change that to 49th Street! But more about him later — a bit later.

Of the other 135 only some 25 or 30 left their marks on the city. Several named subdivisions after themselves, two became postmasters, one named a lake and another had a lake named after him, one became mayor, one was the city's first doctor and had a city park named after him, one started a new religion, two wrote books, one 75 years too soon to capture fame and acclaim. One was the town's first non-slave Negro, sired a son who is perhaps the oldest person living in St. Petersburg who was born here. One named this city after the city of his birth, another settled by giving the name to the city's first hotel.

Some of the others never saw St. Petersburg. Relatively few stayed. Of those who stayed most grubbed out a hard but independent living from the stingy soil. And though they collectively bought for pennies land that eventually became worth millions none of them, none of their descendants ever became rich! Except Hamilton Disston, that is. He was rich to start with, lost a fortune, died full of despair with his empire shattered. A quarter century later his heirs were enriched by sale of the fragments!

But because they were pioneers and because they were venturesome, courageous and rugged, and because they loved independence and freedom they well deserve to be remembered.

Their land titles flowed from the Federal and State government but through various channels.

There are 34,944.53 acres, according to government, survey, in the city limits. Of this almost all, 33,448.29 acres, was patented to the State as "Swamp and overflow" land. The Congress passed the land act of 1850 setting out the terms under which lands would be transferred from the United States to the States. This act was activated as far as Florida is concerned by the Swamp and Overflow Act of 1855 under which, after a look-see by authorized agents, lands declared such were deeded to the State of Florida. One need but mention that practically all of the present St. Petersburg was declared swampy and overflowed despite the report of the surveyors of the prior decade to the contrary to realize that there was more than a trace of chicanery in the deal, in fact the swamp and overflow performance may well have been the State's biggest fraud.

Under the Armed Occupation Act of August 4, 1842 some 354.17 acres were conveyed as related in a previous chapter. Only 181.55 acres were conveyed by the Homestead Act of 1862. The original school land act of 1822, by which the State got for schools and could sell, each section in a township numbered 16 for school use only one oversized section of 641.52 acres was conveyed. The territory and later the State did sell most the so-called school land for \$1.25 an acre and put the money in the school fund. At that rate, if it prevailed today, the State would have to sell the entire 35 million acres (35,072,640 acres if one wished to be exact) in the State to run the Pinellas County schools for one year!

But now briefly a report on John C. Williams, the most important of these people, other than Disston,

and later on about the others of whom most is known, or whose personalities and performances, deserve recording. Short shift will be given the speculators, more attention given to those who actually settled, although a statistical summary on all of them is given in another place, giving dates of acquisition, amount of acreage, where they came from if known, and the general area of the city in which the land is located. In examining that list, note that the settlers were few during the war and for a number of years thereafter. There was a great bitterness, as is commented on at considerable length in the next chapter. But here let it be said, that there is no doubt of the existence and its depth. The following quotation is in a personal letter to the writer, from a wise and shrewd observer, who lives in that rarity in Pinellas, a rural area, still almost entirely occupied by "Old Timers."

"When I was going to school in the early 1900s (in Pinellas) we school kids were still fighting the Civil War. At the drop of a hat boys would use fists and girls words! The first question that would come up was 'what side was your grandfather, uncle etc. on?' We had few and sometimes no Yankee children in our school. But when we did we southerners didn't like to trust them. The hurt was so new the children heard the war discussed at home in very unfavorable terms.

"Many children had a grand parent who had gone through the war and the stories told were better than the present day TV Westerns. Nearly every story was of the Gettysburg battle.

"One of our teachers was from Tennessee. Somehow the question came up as to whether her father had fought in the war. She said he had. When the children wanted to know what side he was on she replied it was of no concern, that the war was over and should be forgotten. A brash youngster with a sneer said, 'That means he fought for the North.' "

So the stream of buyers started timidly. There were but four in 1868, two in 1869, five in 1870, one in 1872 and between one and twelve a year through 1882. But in 1883 the advent of imminence of railroad construction and the giant purchase of over 26,000 acres of St. Petersburg land by Disston as part of his 4,000,000 acre deal broke the resistance on all counts and the flood of buyers and settlers started in 1883 and continued until the 1894 panic, the death of Disston and the end of the cheap land era.

The name of John C. Williams leads the list of all the early settlers except that of Hamilton Disston on several counts. First, the date and size of his purchases made in 1876 and 1878. Second, the fact that he eventually on January 24, 1887 made the vital deal with Peter A. Demens, wresting from Hamilton Disston the great prize of having the line of rails that became a railroad terminate in St. Petersburg instead of Disston City and making it the great metropolis of the County rather than what then appeared secured for Disston City. He gained that prize by giving Demens half of his land. Thirdly, that further he filed the plat of St. Petersburg and then a few months later the replat, and he

riveted his name for all time in people's minds by giving a block for a park, which inevitably was named Williams Park, and finally his numerous progeny have into the fourth generation been prominent in the civic, business and social life of the city.

Williams made two monumental purchases. In 1876, through four deeds, he acquired 72.06 acres of land from the government in what is now downtown St. Petersburg and the close in environs. Two years later by virtue of three government deeds he acquired 736.93 acres more, clustered around Big Bayou, Coffee Pot Bayou and immediately west of 9th Street. He solidified his holdings by buying from William F. Spurlin 600 acres which he, Judge Petry and the Hackney cousins had previously bought from the Government. If one desires to be technical about it, the Williams governmental deeds were recorded in Hillsborough County court house as deeds D-702, 703, 704 and 705 for the 1876 land and deeds U-230, 231, 232 for the 1878 purchase.

This total of 2048.99 acres, bought from the Government and Spurlin at trifling cost were perhaps the most momentous purchases ever made in St. Petersburg next to the huge Disston purchase; because the solid block of land enabled Williams to offer Demens an attractive deal and allow a town to be laid out.

Who was this man, what about his family, and why did he buy? Williams was the wealthy son of a Detroit man who became rich as the result of pioneer ownership of large acreage in and near Detroit. Mr. Williams came to Florida to repeat that experience. He made his three large purchases in St. Petersburg but also dealt extensively in acreage in and around Tampa. He almost failed to come here. John Bethell tells the story well.

"The year 1875 was destined to be a most important one for Point Pinellas. In this year the city of St. Petersburg may be said to have had its beginning, in the fortunate advent of the late General John Constantine Williams, whose foresight, good judgment and broad and liberal ideas made the present beautiful city with its elegant location and broad thoroughfares a possibility.

"The story of his coming savors strongly of romance and might almost have stepped bodily out of the Arabian Nights. General Williams had come from Detroit, Michigan, for the purpose of selecting a suitable site for a small colony. In his search he had gone as far south as Punta Rassa without results. He had traversed the east side of Hillsboro County with no better success, and after looking over the Old Tampa section, and Tarpon and Clearwater, he reluctantly decided to abandon the project and return to Detroit. Thoroughly disappointed and disgusted, he chartered a boat for Cedar Keys, the nearest place to a railroad station. On his arrival at

Cedar Keys he chanced to meet Mr. George W. Pratt, of Comargo, Illinois, who seems to have made it his business to find out every other body's business, which he proceeded to do in the General's case.

"Did you go to Point Pinellas?" said the genial George.

"Damn Point Pinellas! I was told by a gentleman in Tampa, also by one in Clearwater, that it is only four feet above tide-water!"

"Not a word of truth in it!" said Pratt. "it is forty or fifty feet above sea level and I will say more than that; it is the healthiest and best section in the State of Florida. It is a perfect Paradise, sir. I lived there several months with John Bethell, and if you go there you will find it as I say."

"Well, Mr. Pratt, I am glad I've met you. I will go back and see this Garden of Eden you speak so favorably of."

"General Williams thereupon returned to Clearwater, hired a team and set out for the Promised Land of Pinellas. His first stop was at the home of Mr. James A. Cox, on the heights south of the high bridge. The noble view of the bay from here must have been very satisfactory to the General. And when, after a few hours' rest, Mr. Cox piloted him over the section, he was very much pleased to find the elevation greater than Mr. Pratt figured it, also to see such fine timber and farming land, besides such healthy, robust, enterprising people, and such a prosperous little settlement.

"After carefully sizing up the situation, he decided that Pinellas was the place he was searching for, and made some investments. He then returned to Detroit to settle up some business and get his family. On his return he invested largely in land, including the site of St. Petersburg. From this time on he labored for the advancement of the Point, and in his various schemes and enterprises gave employment to a great many people, both before and after St. Petersburg was well started as a business place and tourist resort. And when the situation was ripe for the founding of a town and the advent of a railroad he bent his energies toward the accomplishment of this, his original purpose. His liberal dealings with the railroad company brought in the Orange Belt, and it was none of his fault that the S.S.O. & G. road did not make its terminus here at the time.

"Soon after their father, the General, came three stalwart sons, B. C., John R. and J. C. Williams, Jr. Barney and John came first, and were for a time identified with the interests of their father. 'Tine,' as the other was familiarly known, became a common carrier, plying

between Pinellas and Tampa with passengers, freight and the U.S. mail. Old settlers will remember with what regularity the sharpie "Nettie" used to make the trip to and fro regardless of weather. While St. Petersburg was in its infancy, he gave up boating and bought a lot on Central Avenue, corner of Second Street, on which he erected a fine large building, still known as the "Williams Block," for residence and business purposes. He was the first to embark in mercantile business in St. Petersburg proper, and for a time had a monopoly of trade. Later on others joined in the onward march for the 'almighty dollar,' but 'Tine' had the largest and best equipped store and, consequently, kept in the lead. For quite a long time he controlled probably three-fifths of all the trade of the West Coast, but close attention to business and indoor confinement, and the years of toil and struggle so undermined his health that he thought it advisable to embark in less strenuous enterprises and exacting less personal confinement, and finally closed out.

"B. C. Williams, also an enterprising businessman of St. Petersburg, after a year or more with his father, went to work on his own account. His first move was in the fishing business, but there being so little money in it in those years, he gave it up to engage in boating, which he has been following off and on to the present time in connection with other interests. He first plied between Pinellas and Tampa, carrying freight and passengers. Then from Pinellas he went to Gulf City, from which place he carried freight and passengers and U.S. mail for several years. Then he engaged in coasting and steamboating. In these years he also became a skillful boat builder, doing honest work, for honesty was his motto. As mechanic or boatman he has but few equals. During his sea service he has never met with any serious mishaps, though he has had several hairbreadth escapes.

"J. Mott Williams is too well known to need attention here. He did not come till much later, but he inherited his full share of the family energy and enterprise, and never could keep still. In addition to his many material interests in and around St. Petersburg, he has that strong affection for the sea that makes him never so happy as when afloat on the briny deep."

The story of the railroad which made him and his family wealthy and prominent is told in more detail in another chapter, suffice for present purposes is to report that in accordance with the terms of the deal with Demens, the first plat of St. Petersburg was filed August 11, 1888. The revised plat was filed quickly

thereafter, on August 18, 1890 and Williams deeded half of the lots to Demens on February 28, 1889.

The amusing reason for this hasty replat — every downtown deed must recite forever “Revised Plat of St. Petersburg” — is that Mr. Williams had a very large family mansion at the Southwest corner of what is now Fifth Avenue South and Fourth Street when the land was acreage. No one knew perhaps, at least no one bothered to check section or fractional section lines prior to building the house, but after the original plat was filed when the surveyors began laying out the town lots it was found to considerable embarrassment of every one concerned that part of the house was in the bed of Fourth Street. So it was necessary to revise the plat to get the house out of the street.

Mr. Williams died in 1894 before the sickly little town had developed enough to generate any lot sales at profitable prices, many sales along about that time being usually for \$100 to \$300 a lot.

The family unfortunately became promptly embroiled in litigation at Mr. Williams' death, he having in his will cut off all the children of both his first and his second wife, and also his first wife, without any money or land in his estate. He gave as the reason for this in his Will:

“My children not having loved nor cared for me as it was their duty, it is my will that none of them shall receive any part of my estate.”

The litigation was short lived, in fact was settled out of court, the first wife receiving \$6,000.00; the second wife a third of the entire estate, the balance going equally to eight children, their names at time of death being John C. Williams, Jr., Cornelia Mott Morse, Barnabus C. Williams, James M. Williams, Emilie E. C. Rowland, Mary S. Fisher, Josephine Wagner Williams, Jessie Williams Harris.

Barnabus (Barney) was one of the two first pioneer garage operators in St. Petersburg, as that civilization changer reached this city. He bought in 1868 a 1.2 acre tract on the south tip of Big Bayou, where it joins Tampa Bay.

Al Fisher (Allan W.), a ripe 92 years of age, husband of Mary, is the last survivor of the second Williams generation in St. Petersburg. He resides at 1040 Locust Street, N.E. He was a partner of a real estate firm “Foley and Fisher” which is perhaps the oldest continuously operating business in the City, under the same name, although now primarily an insurance business. (Mr. Fisher died July 3, 1967, aged 92.) He willed practically his entire estate to local charities and friends.

A distinguished descendant of the family, Horace Williams, Jr. is currently serving his second term as member of the City Council. He is a great grandson of the original John C. Williams, grandson of John Jr.

A frequently spoken “wonder why” is the 50 by 200 feet lot pattern that Williams laid out. They are too young to know or too old to remember that in that day the Gentry, including Williams, as a matter of status or of convenience kept a “carriage and pair,” and of course housed them on the rear of the lot. In

addition it was the day of ‘chic sales,’ septic tanks and sewers not yet having been devised, and besides there was the wood pile for stove and fireplace and other impedimenta of living in the gay 90's. This medley of odors and heterogenic equipment was put as far as possible to the rear of the lot and the parlor and living room up front with the dining room in the rear, and the kitchen sometimes separated from the main house by a passageway or breezeway. The bedrooms, of course, were upstairs. It was a genteel and prudish age. It called for long, narrow lots.

Then the automobile banished the horse and the family became so enamored with it, the auto was moved into the house alongside the living room. People didn't “call” anymore, so the parlor was abolished and the family bible and family pictures tucked out of sight. Running water and modern plumbing allowed the bedrooms to be huddled together on the first floor, lots widened and shallowed. But you can't undo a plat, although many blocks of Williams 200 foot lots were cut into “courts” with about four times more houses to a block than originally planned. These nowadays too often provide inadequate, antiquated, badly crowded housing for social security beneficiaries. The developers of the West Central area generally compromised with 135 foot lots with narrow alleys, which made seven blocks to a half mile where there had been five in the Williams area, but the new suburbs, under FHA prodding, went frankly to wide shallow lots 100 feet deep.

But by then the evenly clipped, green, but green, lawn, with constant watering and fertilizers and eternal mowing became a status must and the big, big lot became an agony until Mr. William E. Beazley of St. Petersburg, invented the Beazley Whirlwind mower, the first successful one man rotary power mowing machine, and the big lot became tolerable. But along came air conditioning, first a status symbol, then a necessity, and houses and lots both began to shrink. Air-conditioning became so simple that the lot is rapidly being abolished all together and 500 unit apartments talked or built, so all of a sudden the Williams 200-foot lots are right back in style. All in one lifetime — with maybe a bit of stretching!

Another frequent question moderns puzzle over is how in the world Mr. Williams bequeathed us moderns the 100 foot streets. And the answer to that too is quite simple. Hamilton Disston had on June 13, 1884 put on record his huge 10,000 acre subdivision out Disston City (Gulfport) way, with 100 foot streets, for why nobody knows, and as Mr. Williams was going in competition with him he perforce had 100 foot streets too. Then when H. Walter Fuller and others extended the street cars out west Central and lined the tracks with subdivisions, they continued the 100-foot streets for two reasons, following the pattern, and because the then City Charter contained a potentially destructive provision that the street car company had to pay for 12 feet of paving when the city included the tracks in a paving project. With a 100 foot right of way, two strips of paving on each side of the tracks with

the paving cost assessed against the abutting property owners and the tracks in a dirt center strip avoided the paving cost and provided a road so much cheaper to maintain when it wasn't necessary to tear up paving every time cross ties were renewed. So you modern car drivers be thankful for the economies and subterfuges and chicaneries and accidents of the past that at times wear the respectable cloak of statesmanship, providential foresight and public beneficence!

And finally there is the popular tradition that after Demens and Williams had agreed to jointly build a hotel and they tossed a coin to see which named the hotel and which the town. This unfortunately was not true. Demens, from the first day he started to extend the rails from Sanford to Pinellas Point, had wanted to name one of the new towns that of course he thought would spring up along the line after his birth city, St. Petersburg, Russia (briefly Petrograd now Leningrad). But until he met Williams, every donating land owner insisted on picking his own town name. When he got to Williams and was playing him against Disston for the plum of getting the rail terminus, Williams was in no position to bargain, so Demens finally had his way, and had the luck to fasten the name of his home town to the only community on the whole line which was destined to become a first class city; this despite the fact that the name "St. Petersburg" is about as unlikely and unsuitable a name for a Florida tourist paradise as one could easily imagine or pick. Williams, perforce, had to be content with naming the hotel Detroit,

which remained the tourist and social center of the city long after Demens and Williams were gone. And it too, was about as unsuitable as the name St. Petersburg. But so runs history and happenstance.

This last footnote to this portion of the Williams story. This writer has as one of his innumerable items of St. Petersburgiana (if one may coin such a word), a deed from Mr. Williams and his wife Sarah to W. E. Noble, dated October 9, 1888 for a consideration of \$300.00 to Lot 10, Block 24, Plat of St. Petersburg. This, of course, was after the original plat and before the revised plat. This lot is located on First Avenue North at the Southeast corner of Second Street. One wonders what adjustment, if any, had to be made with Mr. Noble.

It is to be regretted that the co-founder of the original city of St. Petersburg did not live to see the little frontier village give even a promise of its future greatness. And a still further ironic epitaph is that in the first election for a mayor of St. Petersburg, Mr. Williams running on a dry platform, (the principle issue was whether or not to have open saloons,) lost 10 to 21 to David Moffett, who was on the saloon ticket.

To sum it, John Constantine Williams was a man of stature, one who happened to be in the right place at the right time, and deserves to share with Hamilton Disston the honor and distinction of having been two of the vital persons to share the honors of founding and building a great city.

Chapter XII

THE EMPIRE BUILDER

Hamilton Disston could have been; should have been; perhaps was the patron saint of St. Petersburg. Two things are certain; first, he owned more of it than any private person ever did, ever can; second, his vaguely remembered, dimly understood 1881 purchase of four million acres of prime Florida land for one million dollars triggered a major land and railroad boom in Florida that first started St. Petersburg toward its present greatness and Florida on its first footpath toward its position as the nation's eighth state.

Historians and writers have somehow missed Hamilton until now. What follows is an effort to place this rather remarkable man in proper perspective.

Hamilton Disston was the oldest of five sons of Henry S. Disston, an immigrant from Europe, who developed a secret formula for hardening steel so that hand tools, particularly saws, held their cutting edge longer than had previously been possible. Also the Disston saws had to have the saw teeth "set" less often. He also had or developed American production know-how and in the Philadelphia suburb of Tacony built one of the early great manufacturing plants and an equally impressive family fortune. St. Petersburg and Pinellas County owe to Hamilton and to his brother Jacob and the Disston money, more than to any other individual or family, for their early growth.

This writer visited the Disston plant and family many times, knew first hand the great family pride in the fact that through almost a hundred years the Disston saw works never knew a labor strike. The reason was obvious. This writer personally knew many employees who were the grandsons and granddaughters of original employees. The Disstons saw to it that their employees and their families got good educations, ample and generous medical care, cheap loans for family needs, full time work. Two full generations before Social Security and Medicare.

In his tender teens this writer inherited a large chest full of second hand carpenters tools, the most prideful item of which was a Disston hand saw, which

for sentimental reasons he retained until recent years. And he felt a personal loss, when a few years ago, the once great Disston "Works" was absorbed into one of the modern multi-branched industrial complexes.

Hamilton, inclined in his youth to be a playboy and dilettante, came fishing to Florida in the winter of 1877 and fell in love with the State. By that year northern tourists, health and pleasure seekers, had begun to flock to the State despite the extremely limited travel and living facilities. Hotels were few, small and primitive. Railroads were rare and horribly uncomfortable. People mostly traveled by boat, horse or foot. But the post civil war hostility to northerners had lost its bitterness and open display apparent in the early years after 1865. But don't doubt it existed. In fact this writer grew up in a town where "yankees" were still a people apart, and Damn was the most popular adjective before the word yankee, often tolerated with scant courtesy largely because they were a source of much welcome money. But this writer personally knew people who still refused to take "soft" money (paper), still insisted on "hard" money, gold preferably to silver. It is hard to believe today but his father in his Bradenton (it was spelled Braidenton then) general store, had, as did all merchandise of that era and area "Money" scales that recorded not only ounces but grams. Hard money was of varied nationalities, mostly Spanish and was valued by weight rather than the denomination stamped on it.

That hostility was openly recognized in an official publication of the Florida Government issued by the Bureau of Immigration in 1868, a bureau which was eventually absorbed by the Department of Agriculture. But the word "Immigration" was retained in the departmental title until recent years. The expenses of the Bureau of Immigration were paid with land sale revenues by the Internal Improvement Board (I. I. Board of today).

The quotation which follows is from a booklet in

the possession of the writer with perhaps one of the longest titles on record. It reads:

"FLORIDA, ITS CLIMATE, SOIL AND PRODUCTIONS; with a sketch of its HISTORY, NATURAL FEATURES AND SOCIAL CONDITION, A MANUAL of reliable information concerning the resources of the State and the inducements which it offers to IMMIGRANTS."

After ably calling attention to the fact that Florida was at one and the same time the oldest State in the Union but now the newest, as far as actual settlement went the oldest, but with its successive nationalities and races of peoples driven out by war and changes of flags the newest; because the Civil War had broken up its three part population, rich plantation owners, ignorant slaves, equally ignorant "poor white trash" but had not yet acquired new institutions or people.

The booklet says in part; —

"The immigrant of good character and habits will be readily received by all. Southern men and women are not superhuman, and cannot be expected suddenly to absolve themselves from the domination of those trains of political thought and those prevalent social notions that have ruled them for years, or the whole population of the State is becoming rapidly convinced that 'men, money and labor,' are to be the watch words of success in the future of Florida; and indeed a recent movement has been made in concert, and associations are being formed in the various counties to cooperate with the Bureau of Immigration about to be established under the new Constitution, in the promotion of Immigration, by offering all practicable inducements within their power; and, at a recent public meeting in Jacksonville, in which were representatives from all parts of the State, the most eminent and influential men in the State, of all parties, united in expressing a determination to do all that could be done to promote the immigration upon which the future prosperity of the State must mainly depend. Indeed, any good citizen, that proposes to pay special attention to his own affairs, will be welcomed by all, and this without any sacrifice of principle, or any abridgement of his rights of free thought and free speech.

"Northern men and women, who may come and persist in associating exclusively with each other, and sequester themselves diligently from all social intercourse with old residents, will be allowed thus to indulge their social predilections without let or hindrance.

"But those who come with a disposition by individual general effort to contribute to the common good, and assist the common progress, and who will by social and kindly intercourse assist in the doing away of un-

founded dislikes and unreasonable prejudices, however boldly, and openly, and frankly, if only with a right purpose, that may vindicate their right of individual independence of thought and action, will not only be tolerated, but respected and cherished.

"Still, it is as undoubtedly true of Florida as it was of Kansas, and indeed is of every new State, that a want of the means and appliances for social comfort and advancement must, for a time, be expected by newcomers, and the best way in which immigrants may avoid the consequent inconveniences and derivations, is by coming in groups of five or more families, and thus secure from the first those social interchanges which are of the first importance everywhere.

"Another and a commanding recommendation for such a grouping of immigrants is to be found in the fact that much of the most valuable land, both for fertility and accessibility, is included in large tracts, which were originally government grants, and whose owners are disinclined to divide and sell in smaller parcels. Such large tracts are often valuable, but larger than single settlers need or will buy; while a colony of men who desired to settle together and form a community can combine their means, and thus easily secure to each such portion as he desired, at reasonable rates.

"And this subdivision of large plantations is the indispensable first step to be taken before any general agricultural prosperity can be hoped for."

The author of this able analysis was one Wm. H. Gleason, one of the despised (by the native Florida whites) Carpetbaggers, then Secretary of Immigration. Under the next administration he was elected Lieutenant Governor (Florida had Lieutenant Governors until adoption of the 1885 Constitution) under Governor Reed, also a Carpetbagger. He was impeached and Gleason for a short hectic time was Florida's governor. Later he joined the Democrats and remained active and prominent in political affairs until his death.

Disston during his 1877 visit and subsequent ones became well acquainted with the situation. The Democrats in the 1876 election had come to power which they have since retained (subject to revision November 8, 1966) and Disston became an intimate of Governor William D. Bloxham who assumed office in 1881. Bloxham was one of Florida's few great governors, which he demonstrated by again getting elected Governor in 1897, the only man to be re-elected governor for two full four year terms since the Civil War. LeRoy Collins served as Florida's governor longer than any other man other than Bloxham, but due to a constitutional quirk whereby he served a part term after the death of Dan McCarty and then was re-elected immediately for a four year term.

Bloxham was well aware of the desperate dilemma in which Florida found itself. It was broke, not only broke but with its vital Internal Revenue (I. I.) fund seized by creditors. It could not grow without railroads. It had neither money nor credit, only land, and that encumbered with a Federal judgment. It could neither sell its land for money or pledge it as bonus to railroad promoters.

Starting with mule drawn railroad cars and wooden rails on a Tallahassee-St. Marks railroad in 1836, Florida embarked on an orgy of railroad promotions prior to the Civil War. The roads were encouraged with wildly generous land bonuses and with State guarantees on their bonds. The most ambitious pre-Civil War railroad was the David S. Yulee (he was born Levy) road from Fernandina to Cedar Keys, which was successful in construction but was promptly in receivership almost as it started operations because of the outbreak of the Civil War. His road received alternate sections of State land reaching back six miles on either side of his road plus State guarantees on its bonds at the rate of \$15,000 a mile as the rails were laid.

After the Civil War all the roads including that of Yulee were bankrupt, mostly without rolling stock, often with miles of their rails having been torn up and distributed throughout the Confederacy during the war.

By the time Bloxham assumed office the financial history of the railroads post Civil War had been such that the State owed \$3,527,000.00 on account of its railroad guarantees. It took them all over, cleaned up the war tangled titles and resold them to whoever would buy, for a total of \$2,872,700.00 and still owed \$644,300.00. Its only power to pay was by sale of the public lands and with a judgment against those lands it could not deliver good title.

Bloxham started negotiations with Disston and others. Disston was receptive. On January 31, 1881 a contract was made between Disston and associates and the State whereby the Disston group agreed to drain ALL the land in South Florida south of Township 24 (beginning about 12 miles south of Orlando) and East of Peace Creek (originally spelled Peas Creek) in Polk and De Soto Counties. His principal associates were William H. Wright, Whitfield H. Drake and Albert B. Linderman of Philadelphia, William C. Parsons of Arizona and Ingham Coryell, of Chicago. The first two became prominent in Pinellas County and St. Petersburg in its early days. They raised \$600,000.00 capital.

If the land was drained satisfactorily to the State, the Company was to receive title to half of all the land in that vast domain! This was stopped temporarily by the courts, although with unbelievable daring Disston had already promptly started performance by contracting for dredges to cut a canal from Lake Tohopekaliga near Kissimmee to Lake Okeechobee with plans to later cut from that vast lake to the Calochehatchee River.

But Bloxham and Disston did not propose to let the courts stop them. They made a second deal on

June 1, 1881 under the terms of which Disston agreed to pay \$1,000,000 for his choice of 4,000,000 acres of the State's publicly owned land. Of the 35,072,640 acres in Florida, the State owned 20,133,837.42 acres at that time.

Disston promptly paid down \$200,000.00; within a few months paid \$300,000.00 more. He in the meantime sold half of the land to a European syndicate headed by Sir Edward J. Reed, of Kent, England and a Dutchman named Wertheim. These latter two, after some short delay, paid in their half million and in the meantime Disston had completed paying his half.

Meanwhile Disston had sent knowledgeable men swarming over Florida examining the lands belonging to the State, eventually selected tracts lying in 25 Counties, mostly in South Florida. The I. I. Board delivered its deeds to Disston on February 3, 1883. Unfortunately for the personal fame of Hamilton, for financial and other reasons he scattered the title largely among various corporations, although he took title in his own name to some parts of it. In Pinellas County, where he acquired vast holdings, he mostly took title to land in the upper County, particularly in and around Tarpon Springs, in the name of the Lake Butler Villa Company and in St. Petersburg in the Disston City Land Company. The local lands were also then or later scattered among William H. Wright and other individuals and corporations. Many thousands of acres in the Pappys Bayou and Shore Acres area were vested in Augustus F. Beidler.

Nobody has ever taken the time to compile the exact description of this four million acres. The indefatigable and gifted Harvey L. Wells, of the Pinellas Historical Commission, has indeed compiled and mapped the Disston holdings in lower Pinellas, and a statistical and graphic depiction of those lands are printed elsewhere in this volume for the first time.

To the acute and undying grief of this writer he had it in his power for a number of years to compile that vast acreage of four million and failed to do so. It happened this way — Jacob Disston found one time a complete set of 25 county maps as part of promotional booklets Hamilton Disston, his brother, had issued, not only extolling the virtues of his lands but giving legal descriptions of them. He gave the maps to this writer, who stowed them carefully in the bottom of a chest reserved for his most prized bulky Floridiana items.

Along came the rather gentle hurricane of 1935. This writer had recently moved into a house in the Jungle, had the chest in the garage. He went to the Gulf Beaches to thoroughly enjoy the hurricane, eventually discovered that the garage sat on the lowest part of his house lot, that for some three or four days the chest had been sitting in six or eight inches of water, that the precious 25 booklets were a hopeless sodden mass of pulp and green ink. But that's the way life is.

The release of the Federal lien on the I. I. Board made its lands salable, and more to the point, available for railroad promotion, and the State promptly launched itself upon a wild railroad

promotion and building era which ignited in turn one of the State's greatest land booms, and it is fascinating to know that for the past 200 years Florida has had a land boom, roughly about every 20 years.

This one was a lulu and St. Petersburg became one of its hottest spots. Oddly, the Disston boom, which ran from 1881 to the national panic of 1894, and the last boom which ended in November, 1959, were powered by the same impulse; the Disston boom a hunger for land; the 1946-1959 boom, a desire for a home in the sun by the hundreds of thousands of Americans finding themselves with financial freedom in their sunset years. In both there developed much absentee and speculative buying, but in each the greater portion of buying was by people who hungered for land on which to establish homes and farms and find security. These two contrasted sharply with the 1925 boom, which was a huge gambling frenzy with lots as chips, which will be treated in its proper place.

But neither Disston nor Bloxham gave up on their first contract, the gigantic and daring drainage one first made. Paying off the judgment with money from the second Disston deal made operation on the first one possible and Disston went full steam ahead on it, full steam literally.

He set out to drain the Kissimmee Valley and Lake Okeechobee and the Everglades. So confident was he that he could do it, with incredible daring he set up in Kissimmee, a land locked cow town, works to build steamboat boilers and engines and others to build the steamboats, at the same time two dredges started in Lake Okeechobee to dredge a 40-foot canal from the Lake to Kissimmee! And, by gosh, he did it! By 1883 he had four steamboats on 36 hour running time schedule from Fort Myers to Kissimmee, and in general they ran on schedule, where two years prior there were only swamps, and disconnected lakes and ankle deep streams.

By 1885 he started production of sugar, eventually built two sugar refineries, one on Lake Okeechobee and one at Kissimmee and by 1887 at Kissimmee from 100 acres of sugar cane he produced 5,000 pounds of white granulated sugar per acre, the highest production per acre at that time recorded in the United States. He eventually built up production to 20,000 acres of sugar cane with 5,000 acres of rice on the side.

Key factors in this fabulous success story were three brothers named Menge, Joseph, J. Fred and Connie. The first two named had invented a dredge. It had steel buckets on a slowly revolving steel chain belt that scooped up the dirt or mud or muck, dropped it in a hopper and from the hopper a stream of water carried it to a spoil bank on the shore. The invention for a time revolutionized dredging.

The third Menge brother, Connie, operated one of the Disston steamers. This writer had the good fortune to meet Captain Connie in the summer of 1921. Two other gay young blades, Max Hunter and Gidge Gandy, now a sedate grandfather, residing at 2700

Driftwood Road near the old home of John Bethell, and a son of "Pop" Gandy, builder of the Gandy Bridge, and the writer, elected to sail the Chico, a 40 footer belonging to the Gandys, around the State of Florida. And an interesting voyage it was, ending at the then village of Fort Lauderdale. Retracing our steps seemed a boring idea, so we elected to attempt to sail a 40 foot sail boat through 100 foot canals to Fort Myers, a feat mayhap never accomplished by others before or since.

After sundry adventures, some bizarre, some blistersome like paddling a 40 foot boat for two days with a pair of 6 foot oars; the voyagers, threatened with the sinking of the sun, came to an old Disston lock between Okeechobee and the Caloosahatchee. One of the lock gates was ajar. There was no attendant. The gate would not close. It was decided to defer until the morrow the somewhat risky chore of exploring by diving — there was no such thing as scuba gear in those days — to find the trouble.

Lolling on deck in the soft night — there were no mosquitoes — after a hearty meal — the quiet darkness was punctuated with an odd soft noise that gradually grew louder until it was slightly menacing. The noise had a two tone beat separated with a suspenseful silence. First there was a drawn out noise like the low cough of a panther. They do cough. Then the long silence. Then a short, sharp bark. Like this. Panther cough. S i l e n c e. Bark. It was from the lake. Then lights. Then a weird craft slid up alongside the pier we were moored to. It secured, and the noise stopped. After a decent time we called.

Long into the night this writer sat on deck talking to Connie Menge, the Captain. His craft was a stern wheeler! One of the four original Disston river steamers! But let Connie tell the story.

"You know, things were going fine. This was in 1894. Then Mr. Hamilton suddenly died and everything stopped. I knew money had been tight; neither I nor the crew had been paid for several months. So I just tied her up at the sugar mill on Lake Okeechobee. After several days Mrs. Mary Disston came. I talked with her and told her I hadn't been paid and what should I do?

So she said:

"Hell, Captain, there isn't any more money. Nobody knows if there will be any. Why don't you just take the boat and take off?"

"So I did. And I been freighting ever since. Twenty seven years."

The boat had a deck load of fence posts destined for a rancher.

Early next morning this writer dove down, found a small cabbage palmetto tree wedged in the gate hinge, got it out. The lock was closed and the Chico and Captain Connie Menge moved in; the gates were closed and we opened the lower gates and let the water drain out and pulled out into the Caloosahatchee River. And away went Captain Connie — Panther cough — s i l e n c e — bark and all, and soon sailed into history when Henry Ford discovered him,

bought the boat, moved it and Captain Connie to his Lake in Dearborn Park in Detroit where the boat was alternately exhibited and used for gentle excursions around the lake until the good Captain passed to his reward. His widow, a round even hundred, lives sound of mind and full of grand stories in her own home in Fort Myers, where this writer has visited her. Her proud and fine grandson, Walter Pursley, and family reside in St. Petersburg at 1038 - 41st Avenue North. Captain Menge, a steamboat pioneer in the Kissimmee valley, his grandson a grass sod pioneer in modern Pinellas. The free enterprise system and spirit still works!

In 1883 one of the Kissimmee River steamers — not Connie Menge's — grandly conveyed President Charles A. Arthur from Fort Myers to Kissimmee where he was greeted by Disston and most of the proud and great of Florida's government and economy.

Disston saw, dreamed and dared in Florida well before Henry B. Plant and Henry Flagler. The latter two went on to enduring fame and fortune. They backed the Iron Horse. Hamilton was bemused by the rhythm and beat of the stern wheeler and the side wheeler, sank into defeat and obscurity.

Nothing has ever been in print as far as this writer has ever seen as to the cause of Hamilton Disston's death.

Jacob Disston, his brother, told this writer, that when the panic of 1894 dried up the nation's currency and caught Hamilton off balance and the bankers turned him away, he, unable to face the agony of failure, went home, ran water into a bath tub, sat down in it, blew his brains out. The family straight-laced Methodists, shocked and shamed, drew a veil of silence across the whole sad affair.

To back track a bit, after the paying off of the lien against the I. I. Board, Disston and his drainage company went ahead full tilt with their work, as has been told briefly.

Came fateful 1894. When it did Hamilton in but good, the Trustees of the I. I. Board generously declared that the Hamilton Disston drainage enterprise had fulfilled its contract signed January 31, 1881, and conveyed to the company acreage considerably in excess of two million acres, an area about twelve times bigger than all of Pinellas County! But the deed came too late to save the Disston enterprises.

But meanwhile the spectacular Disston deals had put the I. I. Board back in business. They could again encourage the construction of railroads. And encourage them they did, with results that stagger the imagination.

In all 564 railroads were chartered or incorporated. They all depended in whole or in part on land gifts from the State. Of the 564 exactly 251 were actually built. Of those built 154 survived, and when a count was made in 1939 by a W.P.A. research project (Works Progress Administration, the Federal government's first emergency work relief program under Franklin D. Roosevelt in the dire depression of the nineteen thir-

ties), the 154 had been melded into the four great railroad systems that now operate in Florida.

This writer recently had the privilege, in the archives room of the new shining A.C.L. Headquarters Building in Jacksonville, to thumb through the still completely preserved and indexed charters and incorporation papers and right of way deeds and construction contract papers, and so on down to the last detail and rail spike of railroad construction of approximately half of those original 154 Florida pioneer railroad adventures, the present A.C.L. System. (Since merged with the S.A.L. into one; the Seaboard Coast Line!)

Three of these railroad enterprises had a bearing on the St. Petersburg Story. The principal one, of course, is the Peter A. Demens road, now part of the A.C.L., and their story will be told in the next Chapter. A considerable portion of this phase of St. Petersburg history is made visible by the St. Petersburg Historical Society in its pioneer railroad station at its Museum complex in the 3500 block on Second Avenue South.

But to return to the Disston land story as it applies to the extensive lands he acquired in St. Petersburg and Pinellas County.

In his 1883 deed Disston got 26,112.50 acres of the 34,965.53 acres now constituting St. Petersburg. Besides that he got practically all that is now Gulfport, acreage northwest of St. Petersburg and most of the north end of the County, in all 110,000 acres in Pinellas County.

Actively and vigorously he personally concerned himself with attempting to build a real city at what we now call Gulfport. Karl H. Grismer, author of the 1924 "History of St. Petersburg," and the 1946 revised "St. Petersburg Story" tells well the Disston story involving Disston City (later Veteran City. Still later Gulfport). And this writer takes the liberty of quoting verbatim, subject to certain deletions in the avoidance of needless repetition; the Disston City story as told by Grismer —

Strangely enough, they passed up the keys, probably because they thought no one ever would want to live there.

But all this is straying afield from the subject of Disston and his land purchases, and the consequent effects upon the development of the lower peninsula.

While it is true that the Disston deal resulted in higher land prices and thereby may have tended to discourage some settlers from coming here, it is also true that Disston helped the entire peninsula infinitely more than he harmed it. He was not one of those fellows who buy land and then "sit on it," waiting for others to make developments. He was a developer himself, one of the best Florida ever had. And he wasted no time starting his developments in this section of the state.

Disston Founded Tarpon Springs

Disston turned his attention first to the Lake Butler section where he had obtained a large tract of unusually good land. The first settlers in that

DISSTON PURCHASE

Deed No. 731

FLORIDA
LAND AND IMPROVEMENT CO.

Dated 1883

Hillsborough County.

Filed for record at

at 10 o'clock M. on 25th

day of October A. D. 1883 and

recorded on page 146 of Vol. 20 of

the Records of Deeds of Hillsborough

County, Florida.

Attest: Paul Brown

Clifford Bond

Hamilton Disston the Empire
builder and largest owner of
Florida land. Hamilton Disston's
signature as shown on above
document has never appeared in
print as far as it is known.

Deed No. 731 Disston Purchase, Florida.

Know all Men by these Presents, That the FLORIDA LAND AND IMPROVEMENT COMPANY, a corporation organized under the laws of the State of Florida, in consideration of the sum of One hundred dollars, receipt acknowledged, doth, by these presents, grant, bargain, sell and convey unto

J. Miranda his heirs and assigns forever,

the following described lands, to wit:

The North West quarter of the
South East quarter of Section Twenty Six, in
Township Twenty One South, of Range Twelve
East.

containing, according to United States surveys in the State of Florida,

Twenty one 1/4 acres, situate in Hillsborough County, Florida,

To Have and to Hold unto the said grantee his heirs and assigns forever. And the said grantor for itself and its successors in interest, covenants to and with the said grantee his heirs and assigns, that it is lawfully seized in fee of the aforegranted premises; that they are free and clear of all incumbrances; that it has the right to sell and convey the same as aforesaid, and that the title to all and singular the said granted premises, it, to said grantee his heirs and assigns, against all persons lawfully claiming, or to claim the same, or any part thereof, will forever **Warrant and Defend**. Attest the corporate seal of said corporation grantor, and the signature of the president thereof, this Nineteenth day of September, A. D. 1883.

SIGNED, SEALED AND DELIVERED IN
PRESENCE OF

Richard Salinger
L. A. Buritt

Florida Land and Improvement Company,

Hamilton Disston
President.

CITY AND COUNTY OF PHILADELPHIA,
STATE OF PENNSYLVANIA,

Be it Remembered That on the Nineteenth day of September, A. D. 1883, before me Richard Salinger, a Commissioner of Deeds for Florida, in and for Pennsylvania, personally appeared Hamilton Disston, President of the above named corporation, and being duly sworn, deposed and said, that he was personally present at the execution of the above written indenture or deed of conveyance, and saw the common seal of the said Florida Land and Improvement Company duly affixed thereto, and that the seal affixed thereto is the common and corporate seal of the said Florida Land and Improvement Company, and that the above written indenture or deed of conveyance was duly signed, sealed and delivered by, and as, and for the act and deed of the said Florida Land and Improvement Company, for the uses and purposes therein mentioned; and that the name of this deponent subscribed to the said deed as President of the said corporation in attestation of the due execution and delivery of the said deed, is of this deponent's own proper and respective handwriting.

Sworn and subscribed before me the day and year aforesaid.

Witness my hand and seal,

Richard Salinger
Commissioner of Deeds for Florida in and for Pennsylvania.

Hamilton Disston

territory were A. W. Ormond and his daughter, Mary, of North Carolina who had established a home on the Anclote River in 1875. In the year following, Joshua Boyer, adventuring along the coast, went up the river, met the Ormonds and soon afterward married the daughter. The land surrounding the springs and bordering the bayous was covered with a dense oak and palm thicket down to the water's edge and abounded in game. The springs and bayous were filled with fish. One day while taking some friends along the water, where fish were leaping, Mrs. Boyer exclaimed: "See the tarpon spring!" Her remark is said to have given the place its name and it was known thereafter as Tarpon Springs.

Disston first visited Tarpon Springs in December, 1882. He came with a party of friends, making the trip from Cedar Keys by steamer. The party stayed several weeks at the home of the Boyers and Disston became so enthused over the region that he decided to found a town there. At first he thought he would lay out the town site at Lake Butler but since all transportation was by water at that time, the bayou site finally was selected. A new company, called the Lake Butler Villa Co., was incorporated by Disston to handle details and make land sales.

The town of Tarpon Springs was laid out in 1883 by Major W. J. Marks, an Orlando attorney representing the Disston interests, and Capt. John W. Walton, a Disston surveyor. All operations were directed by Anson P. K. Stafford, ex-governor of the territory of Arizona who had become associated with the Disston interests. The Tropical Hotel was built in 1883 and, during the following year, the Tarpon Springs Hotel, a large, three-story building was completed. All lumber for the second hotel was cut at Atlantic City, N.J., where Disston had sawmill interests. It was shipped to the mouth of the Anclote River, unloaded at a pier which had been built into the gulf, and barged up the river to Tarpon Springs. Soon after the hotel was finished a hack line was established to Tampa. Winter visitors, many of them friends of Disston or his associates, began to arrive and started building fine homes around the springs. The infant town began to grow.

One of the early arrivals was Jacob Disston, a brother of Hamilton. He had come to Florida upon the advice of his physician and visited Tarpon Springs to satisfy his brother who wanted to show off the town he had founded. Jacob had just finished reading an article, "The Frostless Pinellas," written by Dr. W. C. Van Bibber, of Baltimore, Md., and he expected to find Tarpon Springs a tropical fairyland. A few weeks after Jacob arrived on the peninsula a heavy frost occurred which caused great damage. He began to have grave doubts about the fitness of the title "Frostless Pinellas" but he remained regardless and soon liked the peninsula so well that he took a most active part in its development.

Disston City Is Founded

Hamilton Disston was proud of Tarpon Springs but his main interest turned to another town he attempted to found — Disston City, at the present site of Gulfport. He had the highest expectations for this town which was to bear the Disston name and he endeavored in every way possible to make it boom.

Two men who were not associated originally in any way with the Disston enterprises had a hand in the promotion of Disston City. One was Joseph R. Torres, a Spaniard who had been with Maximilian in Mexico and later had been active in the carpetbag regime in New Orleans. The other man was William B. Miranda, a nephew of Abel Miranda. "Bill" Miranda, as he was known, was a man of achievements — he had been a steamship captain, a surveyor, a business man, and had had legal training. He was also a clever promoter.

Both Torres and Miranda came to the point in 1876. Miranda bought land and built a home on what is now Lakeview Avenue. Torres bought improvements which had been made by Capt. James Barnett, one of the earliest settlers, on Boca Ciega Bay. He also bought 169 acres from the state.

Miranda met Disston for the first time in the fall of 1883 while the latter was inspecting his large holdings on the lower peninsula. Miranda knew that the financier had been responsible for the founding of Tarpon Springs so he asked Disston why he didn't start another town on the lower part of the peninsula where, he said, the possibilities for development were far greater than in the Tarpon Springs area. An excellent place for such a town, Miranda said, was in the vicinity of the property which Torres had gotten from Captain Barnett.

The Torres tract was almost surrounded by land which Disston owned and the Philadelphian saw that a sale of town lots, from Torres' plot, could easily be linked with sales of farm tracts from his property. So he said he would give the proposed town his full backing. He appointed Miranda to serve as his agent. And to promote the dream town he formed the Disston City Land Co., with himself as president. The company was incorporated August 21, 1884, with a capital stock of \$100,000. A number of Disston's associates were listed as directors.

The plat of Disston City was filed during the same summer. And a grandiose plat it was! It took in everything on the lower peninsula except property owned by Williams on Tampa Bay and a small section at Big Bayou. Altogether it included more than 12,000 acres. Along the entire waterfront there was a grand boulevard, on paper, and all streets and avenues were a hundred feet wide, on paper. The city was large enough, on paper, to take care of at least 50,000 people.

Not everything was on paper. Disston financed the construction of a 26-room hotel, built in the shape of an L, overlooking the bay. Lumber for the hotel, named the Waldorf, was brought by schooner from

Apalachicola. It was completed late in the fall and formally opened on Christmas eve, 1884. Disston and a number of his associates attended the opening. A young Englishman named William A. Wood became the first manager of the hotel.

In addition to the hotel, a wharf was built, a large warehouse, a number of homes and three store buildings.

The great-city-to-be was widely advertised in northern newspapers and an extensive advertising campaign was conducted in England. Large lithograph maps were prepared showing where an immense harbor and a large business section were to be. Pamphlets were printed by the thousands. They lauded Disston City to the skies and told, in glowing terms, how wonderful it was to live on sun-kissed Pinellas Peninsula where the climate was so warm, and the soil so fertile, that two bountiful crops could be grown a year. Anyone could make a fine living there on just a few acres of land. Plenty of fish and game! Palm trees and oranges! People on Pinellas Peninsula truly live an idyllic existence! So raved the pamphlets.

Scores of sales of five and ten acre farm tracts were made from the Disston City advertisements, paid for by the Disston City Land Co. Many of the land buyers bought as an investment and never came to the peninsula. But dozens of others did. During 1885 Disston City really boomed. As a result of the advertising in England, a score or more of English colonists arrived, including W. J. Godden, Arthur Watson, Percy Lawrence, Robert Errington, the Rev. Watt and sons Joseph, John and David; the Harrison family, Arthur and Urban Norwood, Robert Stanton, Hugh Richardson, the Watson family, R. L. Locke, William Walls, and James McMahan. In addition to the Englishmen there were many Americans, from all parts of the North and the Southwest.

Many of the new arrivals settled in Disston City. Others liked other parts of the lower peninsula better and settled elsewhere.

To make it easier for the colonists to get to the land of their dreams, Disston made arrangements to have the steamer "Mary Disston," owned by one of his companies, stop regularly at Disston City. The steamer drew seven feet of water and many times it had difficulty getting up to the Disston City wharf. It often went aground on shoals and had to be pulled off.

By the fall of 1885 it looked as though Disston City might become a sure-enough city. The hotel was almost always filled to capacity and three stores were open. Joseph R. Torres had a general store, specializing in groceries; H. E. Baumeister sold dry goods and hardware, and R. L. Locke had a combined grocery and meat market. The first school on the lower peninsula was opened with Arthur Norwood as teacher.

In the spring of 1886 William J. McPherson brought in a small job press and started publication of the first newspaper ever published on the Point, called the "Sea Breeze." McPherson was assisted by a veteran newspaperman, G. W. Bennett, and together they

produced a newsy paper. Bennett cut the masthead for the paper out of a piece of black mangrove. Following are some excerpts from a copy of the Sea Breeze dated July 1, 1886:

"Fine watermelons are being brought to town by our farmers and are being sold cheap" . . . "We have had fine showers lately and people are busy setting out sweet potato vines" . . . "The Norwood brothers have moved to their place north of town where they will make the wilderness blossom like a rose." . . . "Mrs. James Barnett has some grape vines that are full of grapes of a superior quality." . . . "The schooner Delia, Capt. J. Low, has been at anchor here several days and E. B. McPherson has chartered her to go to Apalachicola for a cargo of lumber." . . . "T. A. Whitted, a former Disston City resident, now of Palma Sola, has been visiting friends on the Point and will spend the Fourth here." . . . "The Ada Norman, Capt. Arthur, Johns Pass, touched at the wharf Monday night, en route to Tampa with a shipment of poultry from Longley's chicken yards at the Pass." . . . "Our level headed citizen Farmer Mills looks contented as he drives in from his new home north of town with load after load of fancy watermelons, hen fruit and other savory plunder from his ranch."

An editorial in the Sea Breeze lauded Point Pinellas "where already there are springing up little hamlets from Johns Pass to Coffee Pot, each with its own peculiar advantages." Under a heading "Disston Needs" Editor McPherson listed the needs as a good bathhouse, a regular fish and meat market, a smith and repair shop, a drug store, streets cleaned up and trees planted, better transportation, more frequent mails, more interest in Sunday School, and more harmony among our citizens.

An effort was made to get a post office for Disston City in 1884. As there was another post office in Florida called "Diston," north of Tampa, the post office frowned upon "Disston City" and the name "Bonifacio" was chosen as a substitute. Some people say that Bonifacio was William B. Miranda's middle name and that he chose it to perpetuate his connection with the city. In 1890 the Diston office was abandoned and Disston City was permitted to take its own name in mail matters.

Disston City Served a Purpose

But by that time the decline of Disston City had set in. The Orange Belt Railway passed it by and the dreams of the promoters were shattered. Disston City breathed a few last gasps and then expired. The deserted wharf rotted away and the Waldorf Hotel was abandoned. It was washed off its foundations during a heavy gale on May 3, 1901, and badly wrecked. The lumber was salvaged by farmers who lived in that locality and carted away.

Disston City passed out of existence and all traces of it disappeared. But it would be a mistake to brand Disston City as a municipal dud. It served a purpose — a very good purpose. As a result of the activity at Disston City, scores of enterprising settlers were at-

tracted to the lower peninsula—men who later played prominent parts in the development of St. Petersburg. Included among the newcomers were men like H. W. Gilbert, Arthur Norwood, George L. King, T. A. Whitted, Zephaniah Phillips, Hugh R. Richardson, E. B. McPherson and his sons, and many others. The importance of this influx of "new blood" can hardly be over-emphasized. It proved invaluable in St. Petersburg's formative days.

The development work in Disston City and surrounding territory, paid for by the Disston City Land Co., brought considerable "cash money" to the lower peninsula and the jobs provided aided materially in helping many of the older settlers get on their feet financially. The wages were not high but they were paid in cash and not in farm products, as had often been the custom in the past.

Jobs provided by the development projects also helped some of the new settlers in getting established. For instance, take the case of H. W. Gilbert. He left England on November 5, 1883, but it was not until more than a year later that he arrived on Pinellas Peninsula, where he had planned to go. The delay was caused by the theft in Philadelphia of five of his trunks, containing practically all of his money, approximately a thousand pounds. He worked for a year in a Philadelphia hotel to get enough money to pay for his trip to Florida. He finally arrived in Disston City with only a few cents in his pockets.

Gilbert got his first job from William B. Miranda, agent for the Disston interests. He was paid fifty cents a day for ten hours' work. Small as the wages were, Gilbert managed to save a little and after a time he purchased ten acres of land from the Disstons for \$50 — mostly on credit. A friend, W. J. Godden, with whom Gilbert lived in "bachelor quarters," also bought five acres. On this land the two men raised almost all the food they needed.

Early in the '90s, the two men made an arrangement with Hamilton Disston whereby they were to be given forty acres of land for digging what later was known as the Green Ridge ditch, leading to Salt Creek. They completed the job and selected forty acres adjoining the land they already owned. The land they received comprised practically all the land which had been drained and when Disston later came to view the drainage project, and saw that he had given away practically all the land he had reclaimed, he considered it a great joke on himself. During the years which followed, Gilbert developed one of the finest citrus groves on the peninsula and became one of St. Petersburg's leading citizens.

Another man who got his start in Disston City was Arthur Norwood, who also had come from England. The home in which he lived burned down a short time after his arrival and all the possessions he had, except the clothes he was wearing, were destroyed. Despite this misfortune, Norwood kept plugging along, working for the Disstons until he got enough money to buy new clothes. He then was appointed teacher of the Disston City school, becoming the first

paid teacher on the lower peninsula. During the first two terms he received \$25 a month and during the third year, \$30 a month, a munificent sum in those days. In addition to his teaching, he white-washed the school building, dug a well, and built desks and blackboards. In the spring of 1889, he bought out the stock of a small store in Disston City and moved it to St. Petersburg where he finally became one of the city's leading merchants.

As a result of the building activity at Disston City, the lower peninsula got its first sawmill, brought here during the spring of 1884 by George L. King, of Ontario, Canada. King set up the mill at Mule Branch, about a mile southeast of Disston City, but later moved it near New Cadiz. During the next four years he supplied most of the lumber used at Disston City and Pinellas. In the spring of 1888, just before the railroad entered St. Petersburg, King moved the mill to Booker Creek close to what is now Twelfth Street.

Besides attracting new settlers, Disston City also served to breathe new life into the entire lower peninsula, and gave it new hope and vigor. While the Disston City boom was on, the community of Pinellas also forged ahead. Thomas Sterling, of Connecticut, built a 12-room hotel and also constructed seven cottages which he rented. The hotel and cottages attracted excursionists from Tampa. Pinellas became a lively little place. Several new stores were opened as well as a community meeting place and a school.

In the Sterling Hotel the first entertainment held on the lower peninsula was given on December 29, 1886, to raise funds for building St. Bartholomew's Church on Lakeview Avenue. Two playlets were staged — "Turn Him Out" and "Old Phil's Birthday." The actors were members of the English colony which had settled at Disston City. Many of the settlers were scandalized that a theatrical entertainment should be held to benefit a church. But they all crowded to see it. So many attended that a repeat performance had to be held the following night. The actors were: H. Beck, J. M. G. Watt, J. P. G. Watt, D. A. Watt, P. J. Lawrence, Miss Watt and Miss Abercrombie.

The platting of Disston City also probably led to the platting of another "town" on the Point — New Cadiz, located on Boca Ciega Bay between Clam Bayou and Maximo Point. This town, which never existed except on paper, was platted by Joseph and Beneventura Puig who had come to the lower peninsula in 1874 from New Orleans and had purchased 120 acres from the state for 80 cents an acre. The town never materialized but it did get a post office, established late in 1885. Joseph Puig was the first postmaster. The post office was closed in 1890 and New Cadiz ceased to exist, even in mail matters.

Viewed in retrospect, Disston City undoubtedly was most important because it served to focus the attention of Hamilton Disston and his brother Jacob on the needs of the lower peninsula. Both men visited Disston City often and they soon began to realize that what the Point needed most was a railroad to connect it with the outside world. Without a railroad, they

agreed, Disston City and the Point didn't have a chance to prosper; with a railroad, the potentialities of the section would be tremendous.

With that fact in mind, the Disstons immediately took steps to help bring a railroad in. And the help they gave was invaluable. Had they not lent a hand, the Orange Belt Railway undoubtedly never would have been extended to Pinellas Peninsula and the St. Petersburg of today might still be a sparsely settled region on the shores of Tampa Bay, and nothing more.

So perhaps the people of St. Petersburg should not scoff at the Disston City that aspired to be great, but fizzled out. Perhaps they should pay homage to the dream city of yesterday which indirectly made the proud St. Petersburg of today an actuality.

To briefly supplement Grismer, the Mary Disston first operated on a regular run from the railroad terminal at Cedar Keys to Tarpon Springs, with occasional runs into Tampa. When Disston City was started that new town was added to the ports of call.

The ambitious and huge plat by Hamilton Disston of vast acreage with 100 foot streets in the Gulfport-St. Petersburg area had its first emasculation on April 12, 1895 as far as the present city limits of St. Petersburg was concerned when a partial replat was filed cutting the streets to 80 feet.

All traces of the Disston plat, except two, were eventually extinguished by various replats. The ambitious 100-foot wide streets around each block were eventually considered impractical by makers of later plats, except fortunately 16th Street, which was on the east edge of the plat and that one survived and explains why this wide boulevard is flanked on either side for several blocks by 60 foot streets. Disston Avenue (49th Street) also survived, as a 100 foot street.

But the important thing is that when John Williams filed his plat on August 11, 1888, and his replat a few months later on November 12, 1890 he followed the example of Disston and made the streets of the original part of St. Petersburg 100 feet wide. And that is the simple explanation of a matter that has needlessly puzzled many people about these beautiful and now wonderfully beneficial 100 foot streets in downtown St. Petersburg.

One final puzzling episode in the Hamilton Disston story. When he heard of the plans of Peter Demens to build a railroad from Sanford to Pinellas Peninsula, he promptly involved himself in that, as will be told in detail in the next chapter. The record shows clearly that it was the Disston initiative and substantial land contribution that were the deciding factors in the road actually being built.

Disston obviously wanted the line to terminate in Disston City, which was agreeable to Demens if he could manage to continue to Mullet Key (Fort De Soto Park) to give him a terminus on deep water close to the Gulf. The combined plans would indeed have been expensive, but apparently possible of solution if Disston had thrown his full weight behind them.

But for some inexplicable reason, with complete victory all but in his grasp, Disston stopped the last step short of accomplishment; stood aside while Demens, frantic for money as well as a deep water terminus, made a deal with John C. Williams, who bought his several hundreds of acres of land in the late Eighteen Seventies some years before Disston had acquired title to tens of thousands of acres nearby, hundreds of thousands of acres in this part of Florida, and allowed Williams to walk off with the prize. Williams, as is well known, gave Demens half of his lots in exchange for the railroad, and a great bargain it was, too, for him.

With the station and terminus and steamship pier in the new plat of St. Petersburg (it was then but a plat and a plan, not a town), Disston City dried up, blew away to St. Petersburg as part of the boom that turned the plat into the town of St. Petersburg.

It is quite obvious that Hamilton Disston was simply not railroad minded. He loved steamboats. And thereby he missed fame comparable with that of Flagler and Plant, the great railroad builders. But the man had all of the elements of greatness; courage, initiative, a dreamer of great dreams, the drive and leadership to make them come true.

He caught the steamer, but he missed the train. And thereby missed fame. Primarily, however, he and one other man are entitled to the primary credit for the founding and starting of St. Petersburg.

Chapter XIII

THE HARDY PIONEERS

There were two groups of settlers who came into St. Petersburg following the Civil War and prior to incorporation of the town. The first drifted in individually at infrequent intervals; the second were a wave of buyers, some present in person, some absentee, in response to the vigorous and state wide selling program of Hamilton Disston. The actual settlers deserve primary consideration.

Perhaps the most interesting were the four Neelds; Alfred, William P., R. E. and Miller, from Selma, Alabama. They were hard working and their worthy descendants are still here, active if not prominent in the City.

They came in 1873 (Bethell says 1871 but is clearly in error as their land deeds are dated 1873). Alfred's land was located in the Crescent Lake area on North Fourth Street. William bought at the Southwest corner of 9th Street and Tangerine. This was natural for several reasons. Most convenient access to Tampa, the economic and subsistence lifeline of the community, was by boat from Big Bayou. In fact, until the railroad came, almost all settlement was on or near convenient spots for landing or anchoring boats, the main means of communication. A bad second was horseback, a sore and woeful third, "shanks mare." Hence, Bill Neeld and most of the early ones fanned out from Big Bayou or Clam Bayou. It was not far from either landing point to high, naturally well drained land. Prior to rails therefore, Tangerine and Lakeview and Maximo Road (31st Street South) were the main roads. When the street car came it naturally and wisely laid its first tracks where the people were, from waterfront in St. Petersburg to Bay side in Gulfport.

William immediately started farming. John Bethell tells it well.

"In this same year came also William P. Neeld, more familiarly known through this part of Florida as 'Bill Neeld.' He bought forty acres, cleared, fenced and planted out the grove on Tangerine Avenue now owned by Mr. Blackstone, with sweet seedling

oranges, grapefruit, mangos, avocado pears and various other kinds of tropical fruits. I think I heard him say that after he had paid for his land he had just twenty-five cents left to commence life with, which was surely a very small capital for the gigantic task he was about to tackle. But Bill was a hustler from wayback and when out on the warpath small obstacles did not stand in his way. At night he taught school for Vincent Leonardy's children, getting his board and lodging thereby. Daytimes he would clear land, split rails and such. Would take a day or two off now and then to fish and hunt for profit; also to compost fish and seaweed for fertilizer for his young grove. He also composted leaves, muck and cattle droppings; for in those days commercial fertilizers were unknown, consequently those not fortunate enough to own cattle had to resort to other methods to procure it. And Bill soon learned the art and became quite an expert in the business, and when the supply happened to be not equal to the demand, he would off shoes, for shoes were an item in those times though not as high priced as now, but there were no cobblers to mend the holes. With pants rolled up he would take a sack and strike out for a palmetto patch, where he would be seen hobbling around gathering leaves and cowchips. The sack full, he would back it to the grove, for he had no horse — and that is how he made the prize grove of the peninsula.

"After some years of toil and hardship, Bill began to reap the rewards for his hard labor. For his trees flourished and bore fruit abundantly and proved very remunerative.

"But the 'Pinellas Philosopher,' as he was later called, eventually got wheels in his head and wanted to see the world go 'round, sold

out his holdings on the Point for much wealth and moved over to the mainland, where he still abides, as he says, at 'No. 1 Easy Street, Paradise!'

"In 1876 R.E. Neeld moved in from Tampa and settled at Big Bayou. Later on he opened up a small grocery store, the first on the Point. This was a very great convenience to the few settlers in the section, as it supplied their needs for the time being."

Bill Neeld, however, has an important claim to real fame, which until these words has escaped printed notice, except Bethell's passing remark, that among other things Neeld planted mangos and "avocado pears." (Most Floridians at first called them alligator pears but the single word avocado has been substituted therefor.)

Until definite data to the contrary is produced, this writer firmly believes that of those casual plants of Bill Neeld there have survived three mango trees, the oldest living in the state and perhaps on the North American continent, and that one surviving avocado is a contestant for "oldest!"

Pliny W. Reasoner in Bulletin No. 1, Division of Pomology, U.S. Department of Agriculture, published in 1887 tells the story.

"Next to the finest varieties of pine-apples, and perhaps also the mangosteen, there is no more delicious fruit in the world than the mango. No fruit stood higher in the popular esteem in parts of South Florida than the mango at the time when the disastrous freeze of January, 1886, killed to the ground every, or almost every tree north of Fort Myers.

"The mango tree is a native of India and some other parts of South Asia. It is cultivated for fruit in northern India to an elevation of 3,500 feet in the Himalayas, just outside of the tropics. The tree was introduced into the hot-houses of England in 1690, and probably to the West Indies a few years after, as we hear of its being naturalized there and spreading spontaneously, at least in Jamaica as early as 1790.

"The mango was introduced into Florida about the year 1840 by Dr. Perrine, who perished in the massacre of Indian Key, but none of the plants introduced by him stood the vicissitudes of fire, war, and neglect, and many years elapsed before the experiment was again tried. Its later introduction was to Point Pinellas, about fifteen years ago, where two seeds were planted, but which did not grow off well. In 1877, however, Mr. William P. Neeld, of the same locality planted three seeds, two of which grew luxuriantly, and are the parent trees of many of the mangoes growing in different parts of the State. One tree fruited in its fourth year; from the sale of

fruit and seeds \$9.15 was realized. The other fruited in the fifth year. Fruit trees so very prolific as were these two trees during the next two years are rarely or never seen elsewhere.

"Another grower received from the produce of one of his bearing trees \$66 in its sixth year. Many young trees were set out and many coming into bearing.

"At other localities than Point Pinellas considerable start had been made. There were fifteen large bearing trees and hundreds of smaller ones between the Manatee River and Kettle Harbor. At Fort Myers and along the Caloosahatchee there were a number of bearing trees, and Dr. Kellum had a large grove set out on the Caloosahatchee. At Orlando there was one bearing tree and many small ones, and other trees were occasionally seen in different parts of south Florida, though on the keys and shell hammocks of the lower coast they do not succeed as well as on the high yellow sandy soil farther north.

"Then came the freeze of January, 1886. Every mango tree of any size north of the Caloosahatchee was killed to the ground, and many of them were killed entirely.

"Last winter was also very cold in some localities, and many of the small plants set out the previous summer were killed, but in places protected by fresh or salt water on the north or northwest they were not harmed.

"It is estimated that on Point Pinellas there are at present not far from 1,000 young trees in the ground, and should another series of our customary warm winters occur it is probable that the number will soon be increased tenfold. Other localities in the south of Florida, where there is good water protection, are not far behind Pinellas in the number of trees planted out. The only fruit produced this year in the State is on the lower key, and there are but two trees bearing and not growing so vigorously as they do in the protected parts of Hillsborough, Manatee, De Soto, Brevard, Polk and Orange counties. Here the only obstacle against their successful culture is the occasional frost, and such a freeze as that of 1886 has been known in the State but once before — in 1835. A sharp white frost does but little comparative damage, except to young trees.

"In 1885 an attempt was made by Rev. D. G. Watt, of Pinellas, to introduce some of the delicious Indian varieties (the finest mangoes in the world are said to grow in India, many entirely without fiber in the pulp, and of such exquisite flavor that they are held in high esteem by every one). A Wardian case was sent to Mr. Watt from Calcutta, containing

eight grafted plants of the two best sorts — Bombay and Malde. They were nearly three months on the passage, and when the case was opened five were dead; another died soon after, and the two remaining plants were starting nicely, when the freeze destroyed them entirely. Since then other attempts to introduce the best varieties have been made, and it is probable that within the present year many of the best kinds will have been successfully transplanted to Florida soil.

"It is worthy of note that the first mango fruit probably produced in Florida was on a tree belonging to Mr. Tinny, of Clearwater; whether this tree was planted before those at Pinellas or not we do not know. Mr. Jeffords, of the same locality, had a tree that was planted about the same time.

"*Apricot Mango* — The best sort that has yet fruited in Florida. Size, medium to small; color, yellowish-green, with red cheek, and fewer black spots than the common mango. Flavor, rich and spicy, with the taste of a luscious apricot or plum, though superior to either. The turpentine taste entirely wanting. The foliage of an old tree differs slightly in appearance from that of the ordinary mango, though the difference is hardly distinguishable when the plants are young. Fruit ripens from three to six weeks later than the common mango. This variety was much grown on Point Pinellas, and was introduced by Mr. William P. Neeld, whose oldest tree was about seven years old when killed by the freeze."

But Pliny Reasoner was wrong. The Neeld mangoes did survive. This writer has been checking them almost yearly since the 1920s and is certain that three of the trees, one at 944 - 19th Avenue South and two in the yard of C. W. Richardson, 1040 - 18th Avenue South, are the original Neeld trees.

The case of the avocados is not as conclusive, although the tree on the property of Mrs. Florence A. Peace, 1021 - 19th Avenue South, is certainly a Neeld tree. Reasoner supplies the following information: —

"The 'Aguacate' of the Spanish West Indies, the 'Palto' of Brazil; often known as 'midshipman's butter.' This is a large tree of tropical America, known in Florida for many years. The first trees on the west coast were planted many years ago by Mr. Joseph Robles, of Tampa. These had attained large size, and were badly injured by the freeze of 1868. From that time until 1886 no serious injury from frost occurred to the large trees in Tampa, but in 1886 they were killed to the ground, large and small, without exception. Even trees of 30 or 35 feet in height with

trunks a foot to 18 inches in diameter, were killed back.

"On Point Pinellas the first seeds were planted by Captain Miranda, in 1866. From these four trees attained maturity, and were the parents of nearly all that were afterwards planted on the point.

"They usually bore the fifth year from the seed, and when in full productiveness it is estimated that they will yield about five hundred fruits each. The trees which were bearing on the point in 1885 were sixteen in number. Besides, there were many younger trees in various stages of growth and doing well. The freeze was not quite so fatal to these trees as to the mango. Very few, indeed, of them were uninjured, but with hardly an exception the trees which were bearing have sent up more or less vigorous shoots from the old roots, and it is hoped that some of them may have fruit in a year or two.

"The fruit sold on the spot or in Tampa at from 75 cents to \$1 per dozen. None had yet been shipped.

"The younger trees have many of them recovered and others have been planted. There are at present about 300 or 400 growing on the Point."

This writer is a nephew of Reasoner and bears his name. Reasoner was Pliny Walter. This is reversed as the name of the writer, Pliny Reasoner in 1881 founded at Oneco, near Bradenton, what became the Royal Palm Nursery, at one time the largest and best known tropical nursery in the world. Pliny and his brother Egbert, probably imported into the United States more tropical shrubs, trees and fruits than any other individual or institution, not even excepting Fairchild and the U.S. Department of Agriculture.

The Neelds started the Neeld Gordon Seed and Fertilizer store many years ago, still doing business at 13th Avenue and 19th Street North.

Mrs. Martha Beaton, living at 1321 22nd Avenue North is a granddaughter of William and has many interesting early papers and mementoes of those pioneer days, including a history of the family in America. First Neelds arrived in Massachusetts from England, in the 1600s.

This writer has in his possession two deeds from Wm. P. Neeld and his wife, conveying two small parcels from his original farm. One dated May 9, 1887 runs to Evelina G. Strauss for a consideration of \$25, although it was probably more. It conveys oddly a triangle of land, which may account for the starting of Seminole Boulevard, which runs northwest and southeast at about the angle shown in the deed, and intersecting 11th Street South. The description started at Tangerine Avenue, ran south 378.8 feet, east 115 feet, then northwest 395.8 feet and contained a half acre.

The second deed is dated January 2, 1890 to the

same Evelina and is exactly south of the first piece and continues to the odd northwest-southeast boundary line. This piece contains .62 acres and the consideration is stated to be \$720 (the ink is blurred, it could be 120 and the placing of a \$ sign in front of an "I" making like a 7). A modern lawyer or title man would be very unhappy over the fact that in the first deed Neeld's wife is named M. Emma and in the second Mary E.

The first deed is witnessed by Flora Leonardy, D. W. Meeker and W. M. Lealman. R. E. Neeld and Mr. Meeker witnessed the second and Mr. Meeker acted as notary on both occasions. All three witnesses were members of well known pioneer families. Mr. Lealman started a settlement and subdivision which still bears his name and is a heavily populated community, immediately northwest of the city, called Lealman. All signatures concerned except that of Mr. Lealman were of meticulous, copy book perfection putting to shame the scrawl that characteristically these days passes for "writing."

The deed, of course, had to be recorded in Tampa. The May 9, 1887 deed was recorded May 30 and the January 2, 1890 deed on February 12. Mail was infrequent and people usually waited until business took them to Tampa to transact court house business, as these two instruments testify.

Mrs. Neeld was the daughter of Mr. and Mrs. Vincent Leonardy, neighbors who had settled with their children in 1868. Mrs. Leonardy witnessed the deed.

Two distinguished Confederate soldiers from North Carolina came to St. Petersburg in 1868 after trying Orlando, made major land purchases in what is now downtown St. Petersburg, but sold out to John C. Williams, moved to upper Pinellas and from that day have been important factors in the development of Pinellas County. They have centered their activities at Bayview near the Courtney Campbell Causeway and the ancestral home is there. They were at first, however, active in founding the abortive town of De Soto between the Bay and U.S. 19. They were cousins, James D. and James Sarvent.

Dr. James Sarvent, who served in the Confederate Army as a doctor, bought 200 acres in 1868 lying in the shape of the letter T. The stem ran from the Bay between First and Fifth Avenues South to Ninth Street, then the cap a half mile north and south from 9th to 12th Streets and First to Ninth Avenues South. In 1870 he bought 80 acres more athwart Ninth Street from First Avenue South to Third Avenue North.

James D. in 1868, bought 120 acres from Fifth to Ninth Avenues South running from the Bay to Ninth Street. A previous settler, John Taylor, had cleared a small part of this land. James D. Hackney completed the clearing, erected for that day a rather pretentious house, planted citrus and other fruits and embarked in addition on general farming.

The two cousins owned more of the heart of what is now the City than anybody, and the Williams plat of St. Petersburg would have been impossible without their land. Williams, in fact, added to and improved

the James D. house as a home for his large family.

A third Hackney, Robert B., bought 80 acres in 1873 between 4th Street and Coffee Pot Bayou.

Judge William Perry bought about 120 acres in 1868, taking title in the name of his wife Catherine, part on the waterfront and part back inland, that interlocked with that of the two Hackneys, to form a solid body. Josiah Paine, administrator of the estate of Randal W. Marston, of Georgia, had taken title in 1860 to what is now all of the North Shore waterfront.

William F. Spurlin in 1873 and 1874 bought 160 acres.

As has been previously related, the Hackney, Perry, Marston, Spurlin lands were consolidated by Spurlin, then taken over by Williams to fill out his principality, which eventually became downtown St. Petersburg.

The Perry brothers came intending to become established as farmers, were fully equipped, including syrup and sugar making equipment. They cleared, planted and built.

Spurlin before selling to Williams, increased citrus planting, occupied the original Hackney house, and obviously had every intention of living on his some 600 acres of land permanently until tempted by the Williams pocketbook.

Dr. John B. Abercrombie came to St. Petersburg from Natchez, Miss. in 1883. His coming was important to the community for several reasons. He was the first professional doctor to practice in this area. He bought 120 acres centering on 16th Street South in the heavy timberland north of Lake Maggoire, being attracted as a matter of fact by the sylvan beauty of the area, built a fine home, enhanced the natural charm by wise and skilled landscaping. He had a lively and attractive wife and daughters, and the home promptly became a social center and a point of culture which distinctly enhanced what had been a rugged, pioneer atmosphere.

The doctor soon had a wide practice, treating all the sick with no attention paid to their ability or non-ability to pay. His family was beloved by the entire community. He added another element which had been conspicuously lacking when he donated land on Lakeview on which was erected the settlement's first church, St. Bartholomew's at 2030 - 19th Street South. This Episcopal Church, with the adjoining cemetery, also a gift from Dr. Abercrombie, instantly became a great influence in the community, still has the devoted love of many descendants of the pioneer.

Dr. Abercrombie died January 22, 1912, his body lying in the Church cemetery.

A daughter married an English mining engineer, named Watts, who wandered this way, and they bought a large beautifully wooded tract on the shores of Boca Ciega Bay bounded by Park Street, 36th and 40th Avenues North, part of the original Joe Silva homestead of 1848.

This writer had a very warm friendship with Mr. Watts during the last 30 years of his life, spent as a semi-hermit widower on the Bay front. Mr. Watts had his peculiarities. He had a passionate love of nature,

trees, plants and flowers and an equally passionate hatred of automobiles. He would not ride in one. He went to town for shopping the hard way, trundled a wheelbarrow to the Jungle terminus of the street car line, by trolley to town.

When Mr. Watts died, it developed he had bequeathed the land to St. Petersburg under some rigid conditions. The City must maintain the land in its natural state, allow no boating from its shores, maintain the trees and ferns and other plants and provide a quiet place where people would come "For peace and the quiet contemplation of the beauties of nature." Part of the land was free and clear, part would revert to the City if it paid a small sum still due on it.

This writer had a sharp and partly losing battle with City Council to accept the gift. It finally agreed to accept the part free of debt. He then persuaded the parks and public lands committee (the Council then had a committee system of handling city business), to recommend to the whole Council it accept the part under debt, but unfortunately City Manager Windom persuaded the Committee to reverse itself and this writer failed to get the whole Council to reverse the reversed committee.

It took considerable long and vigorous prodding by the Jungle Terrace Community Club to get the Council to activate the park. The Director of City Parks, however, was enthusiastic, and Abercrombie Park, centering on 38th Avenue North and Park Street, now seems destined to remain indefinitely a place of charm and beauty.

This writer confesses with considerable shame, that when Council refused to accept the indebted portion under the terms of the will; he then sought out all the heirs, a childless widow in Ireland, two elderly bachelors, one living in India, one in England, to quitclaim so the will provisions could be set aside, so that the City would accept. But the widow, actually persuaded to come here and view the park by the Community Club, refused to sign off, and the will provisions stuck.

An interesting group of people, who primarily were pioneers of Gulfport and only incidentally of St. Petersburg, deserve remembering.

They are Joseph and Beneventura Puig, brothers, Joseph Torres and Timothy and Emanuel Kimball, brothers. The Puigs and Kimballs came first in May, 1874 and Torres in 1878. All had been friends in New Orleans, the Puigs and Torres being originally from Spain.

Joseph Puig was married to one of the three sisters of the Kimball brothers. Neither of the brothers ever married. The mother of the Kimball children accompanied them. Timothy lived to a ripe old age at his place on Maximo Road, this writer knowing him quite well. Shortly before his death he gave to John Blocker a large number of the Bethell books telling the Pinellas Point story and to the St. Petersburg Historical Society he gave the masthead of the Seabreeze, an early, interesting but brief newspaper published by the

McPhersons. They had a small quantity of type but no satisfactory large type for the masthead. Hal McPherson remarked casually that he could carve a better masthead out of Black Mangrove, which he did, and the quarterly historical brochure issued by the Historical Society uses the wood carved piece for its masthead to this good day.

In 1874 Joseph Puig bought 120 acres of land. Excited into emulation by the Hamilton Disston activities at Disston City, Puig platted his land into a subdivision, named New Cadiz, in 1882 started a grocery store and a post office, one of the first on the peninsula. But when the rails went to Williams at St. Petersburg the store died and the post office closed in 1890 and drifted to Seminole.

Timothy Kimball lived with the Puig family until 1878 when he bought 80 acres at 37th Street South and 24th Avenue, and lived there until his death at a very advanced age.

Torres came out also in 1878 and acquired 200 acres at Disston Avenue and Boca Ciega Bay, and platted the first subdivision on the Point, Torres Sub. on December 11, 1882. It also flared briefly during the Hamilton Disston boom then sunk into obscurity. This writer secured title to much of it in the depression of the 1930s from a man who had acquired it on tax deeds. So perish dreams.

Richard Strada was also a member of this New Orleans group and bought 80 acres on Maximo Road, extending as far south as what is now Maximo Estates. He was a man of many gifts, farmer, sculptor, painter, cabinet maker, builder. A man of great energy, besides making a living as a fruit, stock and food crop farmer, he roamed far and wide in the area engaged in varied enterprises. His stepson, John Young, inherited the property, and lived on the old homestead until the mid 1940s, stoutly resisting all the advances and blandishments of the encroaching civilization and "improvements." They were just changes, he said, not improvements. This writer is half inclined to agree with old John.

Unusual interest attaches to a man who came to the Point in 1868. He was a Negro, born a slave. He and his large family for more than 20 years were the only Negroes in the St. Petersburg area, and their careers and treatment in the community are a rather remarkable story.

John came from North Florida with Louis Bell, Jr. Accompanying the party were three members of the Bell family, his wife and two sons, and besides Negro John there was a mulatto girl, Anna Germain, a house servant. They came in an ox cart, taking 30 days for the trip from Alabama. (The 1870 census says Bell was born in Florida. Ed Donaldson, the living son of John, says the group came from Alabama with the aid of the ox cart. The turmoil of war well may have had Bell, a native Floridian, living in Alabama at war's end.)

Bell, with the aid of Captain John T. Leslie, of Tampa, bought the old Bay property on Lakeview, which at that time belonged to Abel Miranda. The purchase included a good stock of cattle and hogs. He

farmed it successfully with the labor of his family and the two Negroes. In 1871 Bell bought 40 acres at the Southwest corner of 54th Avenue South and 4th Street. John Bethell tells amusingly what happened:

"In the same year, 1868, Captain John T. Leslie of Tampa and Louis Bell bought Abel Miranda's improvements out Lake View Avenue, together with cattle and hogs. Bell located on the homestead and planted three acres in sugar cane, which would have proved a very profitable investment but for the freeze of December 25, 1868, which nearly ruined the crop, before it could be gathered and made into syrup and sugar. However, he realized \$550 from what he marketed. Next year from three and one-half acres of cane he shipped syrup to Savannah which sold for \$740. After this experiment on pine land, he decided to try hammock land, thinking it would be better adapted to cane, possibly; so he bought the maple hammock at Little Bayou, cleared and fenced five acres, cut a ditch from the bayou to the hammock to drain it, built a furnace for the kettles, put up a mill and waited for grinding time to roll around. It finally came, and failure with it; for the cane was utterly worthless; would not make syrup, though it was large and full of sap. It had no sugar or sweetness in it. It was just time, money and labor wasted.

"He then planted corn, melons and pumpkins, with the same result. He finally moved back to the first home place, where he made a very fine profit in trucking. I should have remarked that the Maple Hammock could break the world's record for producing moccasins snakes, if nothing else!"



Edward Donaldson

John Donaldson is listed in the 1880 census as living with the Bell family and being 17 years old. But the 1890 census lists his age then as 31, showing a discrepancy of four years. But it listed an Ann Harrison as 20, but it is known that she eventually married John Donaldson under the name Anna Germain, and the

1890 census shows her as Anna Donaldson and as being 33; again a discrepancy, this time of three years.

Be that as it may, they had eleven children, according to the sole surviving son, Ed. There is also a surviving daughter living in Washington. Ed lists the children as Evie (Eve), Emmaline (Emeline), Magdalena, Ed, Alice, Josephine, Anjy (Anna), Julia, Frank and Joe, and a boy whose name he can't remember, who died in infancy. The census agrees with Ed and the order of birth, except for the understandable changes in spelling. The census spelling is given in parenthesis after the name Ed uses where there is variation.

The 1880 census lists Ed's age as three, which would have him born in 1877. City records — for whom Ed worked many years — gives the dates as January 15, 1873. Ed says he doesn't remember exactly but he thinks he is about 90 years old. The City figure would have him 93, the 1880 census 89.

It is regrettable that apparently the exact date cannot be established because Ed well may be the oldest person alive in St. Petersburg who was born in St. Petersburg. The other possible candidate for that honor is John F. Murphy, a white man, who says he was born August 6, 1876. His father, William H. Murphy, of Mississippi, settled and homesteaded in St. Petersburg in 1877 at 24th Avenue North and 4th Street. However, the father had been in St. Petersburg some time before he got title to his land, and he was resident here when his son John F. was born. Murphy does not presently live in St. Petersburg.

Added to the encomium Bethell gives John Donaldson and his family, Mrs. Florence S. Harrett now living at 3327 Emerson Avenue South, in her History of Gulfport, says:

"He was one of the best men in the world and we children called him "Black John." Our old Black John and his wife are buried in Glen Oak Cemetery with the white people."

Ed Donaldson and his wife, Roxana, own their home at 401 - 12th Street North and have lived there many years. (Ed died Nov. 3, 1967.)

Ed is one of the best friends this writer ever had. He and another Negro, Tony Young, for many years worked for Captain J. W. Johnstone (who was an immigrant and a homesteader in Manatee County, father of Duncan Johnstone, oil dealer and former owner of Johnstone Marina at Frenchman's Creek on U.S. 19 South), this writer's father, and the City of St. Petersburg.

This writer's memory of Ed goes back to 1899 when he was five years old and his father was engaged in some rush, rush contracts for the Government at Forts Dade and De Soto, made urgent by the Spanish American War, and the fact that the principal U.S. Army was encamped in Tampa; and the grand fleet — the largest the U.S. had ever assembled up to that time — was anchored within Tampa Bay. Large quantities of pine piling, rock and other material were being

ferried from Bradenton and Tampa to the Forts, and Ed was in charge of this as well as the general construction. This writer made several trips across Tampa Bay with Ed.

Ed was one of the best engineers and heavy and rough outdoor construction men this writer has known. He was simply a natural. He went to school a total of only two and a half years in a school at Disston and Lakeview Avenue. The teacher was a young Englishman named Arthur Norwood, then a resident of Disston City, destined to become one of St. Petersburg's first great merchants and a mayor of the City.

Ed says all the children in the school were white, except him and his sisters and brothers, and as far as he can recall nobody ever paid any attention to the fact that some of the children were black and some white.

Ed was in charge of the pile driver for Sid Washington, another pioneer, when the first railroad pier was built to deep water in 1897. He met Captain Johnstone on the pier. Captain Johnstone then owned and ran a schooner, the Sammy Lee, as a tramp hauler of freight, mostly lumber, to Key West and Havana. His crew were Ed and Tony. Not unusual for sailors, none of the three could swim. Once in a calm the two boys were scuffling on deck, they tripped and both fell overboard. Captain Johnstone promptly hitched a rope around his waist, jumped overboard, and the three hauled themselves safely back on deck. Ed also worked for a while on the once famous ship Margaret, owned by the A.C.L., which often made runs to Mobile and New Orleans. Ed also built the three fish houses the Hibbs Fish Company erected over water on the A.C.L. railroad bridge. At that time commercial fishing was perhaps the biggest source of income to the little town.

Before the Spanish American War broke out, scuttle butt in shipping circles is to the effect that the Sammy Lee was not above turning a big and risky dollar running guns and ammunition from Tampa to Cuban rebel ships lurking off shore. Ed won't say. He just grins.

Captain Johnstone and H. Walter Fuller joined forces in 1907 operating a myriad of enterprises in St. Petersburg, including the electric power plant where the Yacht Club now is, the street car line, two boat lines and eventually a number of subdivisions and a hotel or two.

Ed was the man in charge always of all construction work, for these enterprises that were particularly tough and rough — especially if it was a rough job. When the street car lines went into bankruptcy and the City took them over, the City grabbed Ed and kept him until he was retired because of old age. Which hasn't interfered with him leading an active and useful life ever since for a couple of decades.

William H. Murphy, from Mississippi, who bought 40 acres of land on North Fourth Street at 24th Avenue in 1877, sired a son who can possibly challenge Ed Donaldson as the oldest native born

citizen. Murphy was here a couple of years before he bought and his son, John F. Murphy was born August 6, 1876 and is at this writing 90 years old and lives at 2825 Ninth Street North.

Vincent Leonardy, a Confederate veteran, came in 1868 from another section of Florida, and bought 40 acres on Lakeview Avenue and developed one of the fine citrus groves in the area. Entirely by chance, one of the Leonardy grapefruit trees produced exceptionally fine fruit, of different flavor and appearance from any of the other seedlings in the grove, which for a period was locally and even regionally famous and became known as the Leonardy grapefruit. But it did not reproduce evenly, and dependably, from cuttings and was eventually abandoned by the industry in favor of better and newer varieties. In 1883 Vincent's son, Alexander, bought 40 acres in the northwest section and developed a second grove.

From Georgia in 1880 and 1883 came two related families named Sheffield. Each family bought 40 acres on North Disston, which shared a small, deep, round lake located at 23rd Avenue North, familiar to most present inhabitants of the City, because Disston splits and circles the lake. It is named naturally enough Lake Sheffield.

These two families stuck to their sturdy ways of self sufficient pioneer farm life longer than any other family in the City; pursuing their habit of raising, killing and curing their own meat, making their own syrup and sugar, raising their own food, using pioneer tools and equipment until literally the crowding subdivisions put a halt to their mode of life in the mid 1940s.

George H. Meares and family bought 40 acres in 1878 at the corner of Lakeview Avenue and 22nd Street and developed a grove. Mr. Meares was a pioneer Floridian who became a respected authority in citriculture and during his active years became the manager of many other groves in the area as well as attending to his own. In fact he might truly be said to have become the citrus tree doctor of the area, such a noted expert did he become. The Meares family remains one of the respected pioneer groups of the County.

Elias Belcher, Confederate veteran from a distinguished Virginia family, came in 1880 and bought 120 acres, then 120 more in 1883 in the north side area, north of 40th Street and west of 9th Street. Through the generations, the family has been prominent in local government and civic affairs in the County.

Orley and Reese Moffett arrived in 1879 from South Carolina, and each bought 40 acres on North 9th Street, and promptly became active and prominent in local business and political matters. A third member of the family, David Moffett, whose family had moved from South Carolina to Indiana, moved first to Marion County near Gainesville in 1879 and in 1883 to St. Petersburg and settled near the other members of the family. He later bought north and west of Mirror Lake and developed a subdivision,

named Moffett, northwest of Mirror Lake. It has been all but obliterated by replats to get smaller lots. When the town was incorporated in 1892 he headed an anti-saloon ticket and was elected Mayor 21 to 10, defeating the town's founder, John C. Williams.

The Hamilton Disston activities of 1882 and 1883 brought a flood of new residents and buyers.

Wm. and J. M. Miranda, kinsmen of the old pioneer Abel Miranda, joined Abel in the late 1870s, became excited by the Disston doings, bought much land out Gulfport way. William, who had a smattering of law, a flair for promotion, became a sales manager, or perhaps more properly a sales promoter for Disston City subdivision. Abel Miranda also bought considerably more land in 1883, this writer having the original deed from Hamilton Disston to him, which he prizes for its autograph interest because of the Disston name.

A typical 1883 sale prompted by the Disston activity was the sale of 120 acres in that year to a pair of speculators named Kirkhuff and Crouter, followed by another sale in 1884 of 80 acres to Kirkhuff and Eberton. One of the buyers, W. I. Kirkhuff, later moved to Manatee County and became a successful citrus grower. This writer knew him and his family during his early life in Bradenton. Mr. Kirkhuff told him he never saw any of the Pinellas land. What happened to it eventually may be of interest.

The Disston boom collapsed in 1894. Meanwhile the Kirkhuff lands lay dormant. In 1921 the beginnings of another boom started to ferment and this writer was active in it, one of his close associates being Thomas J. Rowe, who eventually built the Don Cesar Hotel.

The first Kirkhuff purchase faced on First Avenue South in the 28th Street area, and this land suddenly became very "hot," as the slang then went. Several people, including Mr. Rowe, suddenly wanted it. He ordered the writer to buy it. He got a substantial deposit check from Rowe and decided to act fast. He hired Johnny Green and his flying boat, Betty, and took off for Bradenton. He hired a car and raced to the Kirkhuff grove and hauled that astonished gentleman literally from behind his plow with which he was cultivating his grove, and took him to his attorney, Charles W. Curry, in Bradenton, and pretty shortly walked out with a valid contract to buy the land for a Thousand Dollars an acre.

When he journeyed to Bradenton for a final settlement a few weeks later, he was gently upbraided by Mr. Kirkhuff — "Look, Walter," he said. "I owned that land for almost 40 years and nobody wanted to buy it and you came out to my grove one day and talked me into selling it. And you know what? In the next three days I got five offers better than yours."

Which would indicate that the man who wrote the fable about the tortoise and the hare, had never lived through a Florida land boom or in the days of air-planes.

A speculative Disston sale in 1884 to Lewis Harvie Blair, a businessman of Richmond, Virginia, of 1,040

acres in the northwest part of the City, attaches St. Petersburg to a dramatic story of quite another sort. Blair was a Confederate war veteran. There is no evidence he ever visited St. Petersburg. In 1889 he quietly published a book which he declared was "the result of long study and extensive observation."

If the book had been widely read it could have caused a sensation, but it was ignored, caused not a ripple. But the intense national interest in civil rights for Negroes caused its re-publication in 1964, and its reappearance has had a profound effect on recent public sentiment on the subject of race relations in the South. The title of the book is "A Southern Prophecy: The Prosperity of the South Dependent Upon the Elevation of the Negro."

A recent book review in the Florida Historical Quarterly says in part:

"Using irony and satire and common sense, he attacked racial segregation, discrimination, and injustice of any kind; demanded full civil rights for Negroes, including all political rights and equal access to all places of amusement and public accommodations; and boldly challenged the dogmas of white supremacy and Negro inferiority, as well as the dominant mythology about the southern past. The author could scarcely be dismissed as an outside 'agitator' or 'Yankee fanatic,' for his southern credentials were impeccable: He was a Confederate veteran and a member of a distinguished Virginia family. Indeed, Blair insisted that his book, the result of long study and extensive observation, was inspired by his intense devotion to the future well-being and happiness of his native state and section and by his mounting disquietude over certain new currents in the relations between whites and Negroes in the South. Although he stated his case in terms of the South's material self-interest and was unable to free himself completely from the paternalistic tradition, Blair could not disguise a substantial egalitarianism and a strong moral indignation over racial injustice.

Blair's book never attracted much attention and was soon forgotten. It was rediscovered by Professor C. Van Woodward, who is responsible for the new edition. Woodward has supplied editorial notes and a magnificent introduction which places Blair and his book in the broad historical sweep of race relations in the New South and modern America. The volume is a revealing document for the student of race relations."

This incident underscores that the fiat commonly held nowadays that all southerners were fighting hot in favor of slavery a century ago is unrealistic. This early St. Petersburg land speculator was a responsible

Virginia businessman, a Confederate soldier, yet he obviously not only did not believe in slavery he thought the Negro should be free and enjoy equal political and economic status with whites.

The history of this writer's grandfather went beyond that of Mr. Blair. Owner of a large Georgia plantation before the war, he came to disapprove so strongly of slavery he sold his slaves and plantation, moved to Atlanta, voluntarily stepped down in the social scale by becoming a wholesale merchant. Yet he volunteered in the war, served as a cavalry officer in the Second Georgia regiment. At a Presbyterian Church prayer meeting one night, when a strong argument went on about the rightness or wrongness of the action of some Old Testament character, he burst out — "This man thought he was right but he was wrong. Just as we of the South thought we were right but we were wrong too."

Wars do strange things to people.

Lorenzo D. Ross and Archibald Ross gave their names to local geography when they bought 54.83 acres on the north bank of Papys Bayou in 1884. This point is the south tip of Weedon Island, which actually isn't an island and yet to this day this tip is called Ross Island rather than Weedon. Two years before, in 1882, Lorenzo bought 120 acres at the north end of the Bayou, Archibald 53.10 acres more at the south tip in 1886. The two men were Confederate soldiers. They lived on the land until they died and are buried at the head of Papys Bayou. Neglected and forgotten for many years patriotic Confederate organizations have recently marked the graves and annually remember their resting place.

Although Disston associates acquired most of the other land on Weedon and around Papys, Joseph Masters had bought 80 acres on Tampa Bay on May 10,

1859 but less than a month later deeded it to a Tampa merchant for a \$159.11 merchandise bill. The merchant sold to James P. Mullen, and he in 1869 for \$500.00 sold to William P. Pillans. Pillans had on November 25, 1868 bought from the State the 80 acres alongside the Mullen 80, thus giving him a half mile square of the strategic high ground between Bayou and Bay at the north end of what is now known as Weedon Island. Pillans very promptly in 1870 sold to George W. Hammock, who two years later sold to a prominent Tampa businessman and speculator, William B. Henderson. He gave the land to his daughter, who had married Dr. Leslie W. Weedon.

Despite the fact Pillan owned the land only briefly, the area was called Pillans Hammock for two generations and in fact one to this day can hear that name used by old timers. Generally however, the area is known as Weedon. So there you have three overlapping names for the same area. All of this area is now dominated by the modern Florida Power Corporation generating plant.

Almost unknown but fortunately carefully guarded and preserved by the Power Company is a magnificent grove of huge cedar trees, the only original specimens in Pinellas County, of a beautiful variety of trees that once heavily dotted the Gulf Coast from Venice to Cedar Keys.

While the Power Company merits community thanks for its guardianship of this rare beauty spot, the public would be better served if the City, County or State owned it and it was under proper conditions made more easily seeable.

The remaining original buyers mainly were non-resident speculators or persons who did not take root and drifted away.

Chapter XIV

COMES THE IRON HORSE

Realistically, St. Petersburg as a town was born June 8, 1888. For on that day the first train of the Orange Belt Railroad, then the longest narrow gauge railroad in the United States, steamed up to the rail head at Ninth Street. But the daring and courageous creator-promoter, if you will — Peter A. Demens, a native of Russia, did not arrive until six days later. He was too busy keeping his baby railroad from sudden death due to financial malnutrition, and it is an intriguing fact that this first train arrived 28 years — not hours — late.

By early December the tracks had been extended to Second Street, and a station built between Second and Third Streets, on First Avenue South, where it remained until removed, June 12, 1963, to its present site on 36th Avenue North and 31st Street. Early in 1889 a 2,000 foot pier had been built to 12 foot water depth and rails laid, and St. Petersburg had a rail tie-in with the rest of the nation and water connection with the whole world. This complied with Demens' contract with John C. Williams whereby Demens owned half of St. Petersburg.

And the land owners of the St. Petersburg area dreamed dreams that failed to materialize for two decades and then only partially. The great hopes of a great port never came true. And factors never dreamed of by the promoters and financiers, and sweated into realities by Negro laborers, made the dream come true! The dreamers dreamed of citrus groves and farms, and fish and timber. The actuality is for following pages to tell.

The drama had odd principal actors. There was the dynamic, handsome, polished Demens; the rich Hamilton Disston who was the principal person who made the road possible, but failed to capture the great prize of immortality within his grasp, and the indifferent reluctant John C. Williams, who became the symbol "founder of St. Petersburg." Demens named, Disston lost, Williams won. None profited. Life has odd endings.

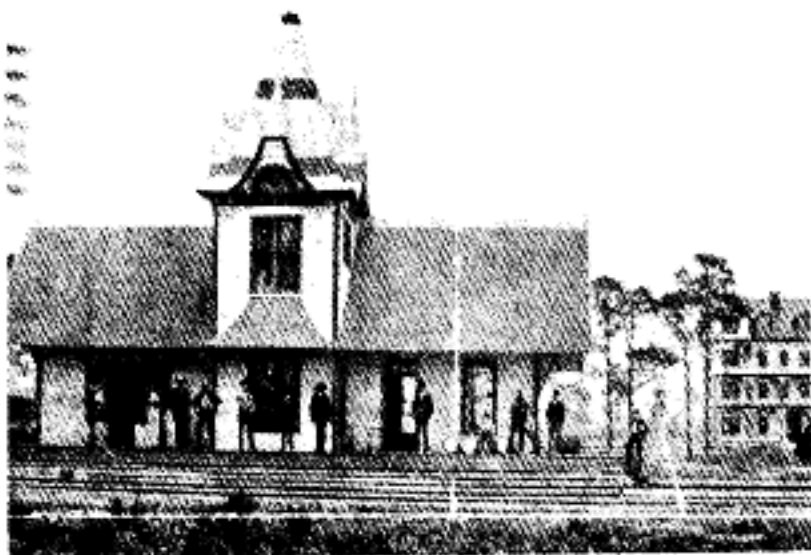
But the story is a principal story, perhaps the pivotal story, of the history of a great city.

Peter A. Demens was born May 1, 1850 in Petersburg (now Leningrad) Russia as Piotr Alexewitch Dementief. Of the nobility (his daughter became a Countess), he had a polished and aristocratic education, fluent in Russian, French, German and English. He came to America in about 1880, forsaking an interest in the great family estates in the Province of Tver. His motive was a preference for the free air and free enterprise of a democracy. He came to Florida shortly after entering this country and engaged in the lumber business at Sanford. Obtaining timber rights at Longwood, some ten miles southwest of Sanford, he formed the company of Demens, McCain & Cotter. A narrow gauge road was built to bring logs to the saws. He bought his partners out in 1883. The timber was used up by 1885 and Demens decided to become a railroad builder.

That was a logical move. The railroad building boom that started in Florida in the 1840s was interrupted by the Civil War. State debts blanketed railroad promotion until Disston solved that problem in 1883 with his four million acre purchase — and the great railroad boom was on!

To an ambitious man in 1885 building a railroad in Florida was as natural as starting a subdivision in St. Petersburg in 1925. So Demens started out to build a railroad. In fact, he sort of got nudged into building one. He had sold \$9,400.00 worth of cross ties to the Orange Belt Railway and it couldn't pay him. It had a charter to build a 34 mile road from the St. Johns River to Apopka west of the St. Johns and north of Orlando. He took over the road for the debt. It had been incorporated April 20, 1885 by T. Arnold, H. Miller and H. Hall.

Demens made a deal to tie his road in with the Jacksonville, Tampa & Key West Railroad at Lake Monroe, north of Sanford and took off for Oakland to the west. Almost unbelievable today, he started with 16 pound rails, increased this to 25 pound and later 30



Original St. Petersburg Station of the Orange Belt Railroad — 1888.



Bathing Pavilion on Railroad Pier; First Avenue South — 1889.



Hotel Detroit, St. Petersburg — 1888.



Hotel north side of Central Avenue, east of 2nd Street — 1889.



Hotel Detroit with Birch addition — 1905.



Hotel Detroit — 1918.

pound rails as contrasted with the 85-pound to 115-pound rails used now. A 16 pound rail is one with steel weighing 16 pounds to a running foot of rail and so on. It was narrow gauge, as were the usual logging roads. Narrow gauge is usually 3 feet 6 inches between rail centers, standard gauge 4 feet 8 1/2 inches between centers. Converting from one to the other was a rather simple job. Pull spikes and shift one line of track was the usual procedure for the light engines and rolling stock of that day. But not quite so simple to change rolling stock. Standard gauge in this country followed the English figure because engines were imported from that country.

The original risk capital was supplied by Demens, Josef Henschen, a winter visitor from Buffalo, \$20,000; Henry Sweetapple, an ailing Canadian, \$15,000 and A. M. Taylor, Staunton, Virginia, who ran Demens Commissary in the sawmill days, \$2,000. A construction company, The Orange Belt Investment Co., was formed. Rolling stock was bought on credit from the South Florida Railroad, which had switched from narrow to standard gauge, and \$30,000 of 25-pound rails, also on credit from George W. Stetson Co. of New York. Land donations were sought and gotten from owners along the proposed right of way. The principal one was for 100 acres from Judge J. G. Speer on Lake Apopka, and the Judge and the Orange Belt Investment Company jointly formed a town, Oakland, which survived promotion days and is a pleasant village in Orange County. Speer owned 200 acres, so the half Demens got shaped his pattern for seeking land gifts from Williams and others.

The cash was enough for labor and grading and cross-ties, and the road made it to Oakland in early November, 1886. The big event was celebrated by the townpeople with a gala dinner on November 15, 1886.

This success whetted rather than sated the Demens appetite. Which is the way with promoters, as this writer painfully knows. One small success leads to a bigger try, and this to a still bigger. Promoters don't die. They just blow up. Or become writers, as did Demens and this writer.

Demens wanted to build to the Gulf. At the south end of Pinellas Peninsula, specifically. The Buffalo member, Josef Henschen, had had enough and quit, but Sweetapple and Taylor went along, Taylor to the bitter end, Sweetapple until he dropped dead from emotional tension at one dramatically disastrous crisis in the road's history.

On November 20, 1886 the charter was amended to authorize the road to go on for 120 miles to Point Pinellas. Issuance of \$700,000 of capital stock and \$700,000 of 8 per cent bonds was authorized.

First promotional efforts failed. Demens tried unsuccessfully to induce the investment house of Griswold and Gillett to underwrite the bonds and was about ready to drop the promotion when Hamilton Disston suddenly and decisively invited himself into the situation. On December 1, 1886 Disston unannounced walked into the Oakland office of the Company and offered to give Demens 25 per cent of all

land he and all of his companies owned within six miles of the rails between Oakland and Disston City, which would amount to about 60,000 acres.

This generated a new head of steam and energy in Demens. He promptly wrote Griswold and Gillett of the Disston offer and listed other land grant offers he had. This impressed the firm sufficiently to bring one of the partners, Walter Gillett, to Florida for a look see and his report led the firm to underwrite the sale of the \$700,000 of bonds.

Meanwhile Demens studied the Pinellas situation and decided it was vital for the success of the road to have its terminus at Mullet Key (Fort De Soto Park) on deep water. Disston obviously was content to have the rails end at Disston City (now Gulfport). Demens insisted on the Mullet Key terminus and asked Disston for 50,000 acres additional bonus land to finance the high costs of causeways and bridges to Mullet Key.

The 50,000 acre request was considered by one of the principal Disston companies, Florida Land & Improvement Co., on December 18, 1886 and rejected. Disston obviously was opposed or indifferent because the directors would not have crossed Hamilton if he had been determined. This writer discussed this incident in the 1920s with W. H. Wright and Jacob Vogdes, two of the surviving directors, who spent their winters in St. Petersburg, and they had no firm memories of it. It apparently was considered unimportant by the Disston group. The conclusion from this incident and others involving railroads is that Hamilton Disston, truly a great man in imagination, planning and action, in many matters simply failed to realize the future destiny of railroads in Florida and the nation, considered land and steamboats more important than those vital twin ribbons of steel, else Disston would have ranked in Florida history with Flagler and Plant.

In January, 1887 Henry Sweetapple, Treasurer, entered negotiations with John C. Williams, who Demens had never met, or apparently heard of. On the 24th of January, 1887, he and Williams struck the fateful bargain and the opportunistic Demens promptly dashed off by hand a triumphant letter to his brokers, Griswold and Gillett, as follows —

"Gentlemen, Just received a report from our Mr. Sweetapple that he succeeded in making an arrangement with a certain H. Williams about getting 1/2 interest in 500 acres, with a mile frontage on the Gulf, just where we will have our terminus, in case the "Key" cannot be had. There is 18 feet of water right at the shore and a splendid town site there. Thus that last question is settled very satisfactorily."

Very truly yours,
P. A. Demens

This writer cannot refrain from pausing at this exciting point to make a few gentle remarks about promoters.

Peter Demens particularly. In the first place

Demens obviously didn't even know John C. Williams or his correct name. He called him "a certain H. Williams." And the mile frontage was on the Bay, not the Gulf, and it wasn't 18 feet of water "right at the shore"; it was 12 feet of water 2,000 feet from the shore.

But it was a splendid town site. There is ancient and weighty testimony to that fact, as well as the later facts of performance.

First there is that truly extraordinary remark of the English chart maker, George Gauld, on Sir William Burnaby's expedition in the summer of 1765 to make a navigational chart of Tampa Bay. After Gauld had finished his four months of measuring water depths — depths that hold true today — and sat down to draw his map and record those depths, he made two notations on the land within the limits of the present city of St. Petersburg, land that then held only trees, wild animals and Indians. He noted Mirror Lake as the location of "good water." Doubtless, stomach-felt feelings went into that designation because for four months he had been drinking brackish water drawn from a shallow well two barrel lengths in depth on the sandy beach of Mullet Key and his innards were thoroughly revolted by it. But his second remark was the truly remarkable one. Along the shore in the area between Coffee Pot and Big Bayou he lettered the following prophetic sentence — "A pretty good place for a settlement."

The second endorsement had come 32 years previously. This also on a chart. Looking at a copy of an 1855 chart of Tampa Bay in the possession of this writer one can read:

"U.S. Coast Survey"
Reconnaissance
of
"Tampa Bay"
Florida
1855

Lieut. O. H. Berryman U.S.N.

The chart gives water depths for those portions of Tampa Bay measured by the Spanish in 1757 and British in 1765 and in addition measures water depths in Hillsboro Bay leading to Tampa, and Old Tampa Bay leading to Safety Harbor and to St. Helena Point north of Philippi Park. Neither the Spanish nor English chartists measured these upper two branches of the main bay.

The significant item is a line protruding into Tampa Bay from the land at a point that is estimated to be the present Fifth Avenue North in front of the Vinoy Hotel. The story or rather the man behind this early American chart was the remarkable, in fact the fabulous David S. Yulee, in 1855 United States Senator. David Yulee's father was Moses Levy, a Spanish Jew who became premier of Morocco, fled during a palace uprising, thereafter took his wife's family name of Yulee. He became a big lumber shipper and merchandiser in the West Indies and Cuba, sought eventually the vast pine timber forests of Florida for lumber — the West Indies and Cuba were almost barren of

native trees suitable for lumber — and became involved in vast land acquisitions during the Spanish ownership period. One huge grant he got together with the great Spanish Grandee, Don Fernando de la Maza Arredondo, covered wide areas surrounding Gainesville.

Some of his grants from the Spanish were in controversy, hence it became important for him to become a United States citizen. Under the terms of an Act of Congress dealing with the acquisition of Florida land, any person residing in Florida on the day of the take over in 1822, upon taking the oath of allegiance, attained citizenship.

The elder Yulee (Levy) together with his family, which included son David, left Charleston, S.C. in time presumably to arrive in St. Augustine before the take over date, missed it by a day because of a stubborn calm at sea. The slight lapse was overlooked until David S. Yulee, one of Florida's first two senators, sought to take his seat in the congress. He was challenged as to his citizenship, was not seated until a special act was passed confirming his U.S. citizenship. From that day until he retired after the Civil War, Yulee was in the midst of political battle and turmoil. He often won, sometimes lost, but in all his activities kept a careful and canny eye on that important item, the good old United States dollar. He died a rich man. But he was a man of superior qualities, great ability, did what he thought was good for Florida — and David's bank account.

As a senator he was a big factor in passing the Swamp and Overflow Act, September 28, 1850, possibly had a hidden hand in the survey of these alleged swamp lands under Governor James E. Broome, to the end that the United States conveyed millions of the best land in Florida to the Internal Improvement Board because they were declared legally "swamp and overflow."

He and associates shortly before the Civil War got a charter to build a railroad from Fernandina to Tampa Bay, with a branch to Cedar Keys. He had made the "reconnaissance" just described so his railroad could pick the best spot for a deep railroad terminus. And who can deny that a wisely located rail and water terminus would benefit Florida? And in the doing would help David?

Yulee was unable to make satisfactory land bonus arrangements for the Tampa Bay terminus at the site of the future St. Petersburg, so, angered, he amended his charter, switched his terminus to Cedar Key. A result of that change was that Cedar Key zoomed from a thin scattering of fisherman huts to a bustling port and pencil manufacturing city. At one time Cedar Key was actually the largest port city in Florida. Who knows? Had Yulee built his rails to Fifth Avenue North, this city might have been named Morocco — or Levy. So why quarrel with "St. Petersburg?"

One of the survey crew that made the reconnaissance, William Paul, was so entranced with the proposed pier site that he left the Navy, squatted on the land, planted the first citrus grove within the

present city of St. Petersburg, other than the huddle of citrus trees that Joe Silva and John Levique and Antonio Maximo Hernandez had planted. But when the Civil War started, Paul hastily sold to Abel Miranda and left these parts permanently.

Returning to the railroad that was actually built, at the conclusion of the Williams agreement and after Demens gave up trying for the alternate site at Mullet Key through a deal with Hamilton Disston, Demens pressed his financial agents Griswold and Gillett for money from bond sales. This money failed to come. His various creditors who had advanced rolling stock, rails and money pressed hard.

In desperate straits again Demens turned to Hamilton Disston, who again helped him out. Through Disston, Demens borrowed \$100,000 from H.O. Armour & Co. of New York, using \$170,000 of bonds for collateral and paid all his existing debts. When money ran out again Disston introduced him to and sponsored him with Philadelphia bankers, and between them and L. Lissberger & Company, New York money lenders, Demens managed to keep going.

Karl Grismer in his 1946 "Story of St. Petersburg" tells the balance of the construction argosy ably and dramatically.

"Under the terms of the agreement, L. Lissberger & Co. was to advance \$30,000 in cash each month. The concern also was to act as the Orange Belt's "iron broker" and supply all the steel rails and "iron" which the railroad needed. For this dual service, the money lenders were to be paid eight per cent interest on all money advanced and also were to receive as a bonus \$250 in the Orange Belt's common stock for each \$1,000 spent. An expensive deal — but it was the best arrangement Demens could make.

"L. Lissberger did not live up to its agreement. The firm was irregular in the monthly advances of \$30,000. Only \$15,000 was received in July and none in August. To make the situation worse, the money lenders failed to ship steel to the Orange Belt as promised. To make a saving, they purchased the steel in England instead of in the United States and shipments were long delayed.

"As a result of the delay in getting the rails, the Orange Belt was unable to receive any money from the sale of its bonds, due to the fact that the bond money could not be paid until the tracks were laid and the road ready for operation. No rails, no completed tracks; no completed tracks, no bond money. A vicious circle which nearly drove Demens mad.

"The Engines are Chained to the Rails."

"To make the situation even worse, the rainy season was unusually bad and the work of grading was delayed for weeks. And then,

late in the summer, an epidemic of yellow fever broke out in Florida. The Orange Belt working force was demoralized. Demens spent days with the road gangs to prevent the men from quitting in a body.

"The affairs of the company reached a crisis early in September, 1887. Demens' funds and his credit were exhausted. Creditors demanded their money and the property of the railroad was attached. The engines of the Orange Belt, running between Lake Monroe and Oakland, were chained to the tracks. This proved such a shock to Sweetapple that he suffered a stroke of apoplexy on September 3 and fell over dead. Demens succeeded in borrowing another \$10,000 from friends — enough to pay the creditors who had his engines attached. But the railroad's general financial situation became steadily worse. On September 19, Demens wrote a personal letter to L. Lissberger as follows:

" 'Dear Sir: I am sorry that you are still unable to comply with my calls for money. The reason I write you this personal letter is to assure you that I ask only for the very least I can get along with. It is impossible to do anything if the money is not forthcoming exactly as I call for it — no use to attempt to do the work, as it will only culminate in further trouble and disaster. Everything and everybody is disorganized and disgusted. I can do nothing without cash — all my time at present is consumed in trying to reconcile our creditors. They must be paid in order to have the thing going.'

" 'When I wrote you that I want \$20,000 between the 20th and 25th, I meant it, have to have it — every day the delay hurts us badly. Am going today to Orlando to try to get the bank not to protest our checks, as you can see from the enclosed letter from them. We cannot expect anything else. One half of the contractors have quit, threatening law suits — we broke the contracts by not paying on time and are helpless. A loss of time and money everywhere. I am alone — how can you expect me to go ahead under such circumstances?'

" 'In fact, I cannot run the business this way — as I stated to you in my official letter of today. I will have to give up. It kills me.'

" 'Give me the money I ask for, see that your mills really roll 150 tons a day, send your son here to help me, and we will see the road through. I shift all responsibility from myself otherwise. I have done all I could; I cannot do more. You ought to understand it. Either we go through or we do not. I know we cannot if the money does not come.'

"I expect a telegram immediately upon the receipt of this letter."

"Despite this desperate plea, L. Lissberger & Company failed to give Demens the immediate help he needed. Demens' letters do not reveal the reason; but they reveal his bull dog determination to finish the railroad regardless of obstacles. Repeatedly he told Lissberger that he would throw the whole thing over if he did not get money — but he never did. Always when things looked darkest, Demens managed to get a little money somewhere, by hook or by crook, and kept on going.

"On Saturday, October 1, an angry mob of more than a hundred Orange Belt workmen gathered in Oakland, coming on flatcars from all parts of the line. The men demanded their wages, more than three weeks overdue. They threatened to lynch Demens unless they were paid and set the deadline at eight o'clock that night. Demens wired frantically for money. It did not come. At the last minute, some of Demens' friends came to his aid and advanced enough money to pay off the men. Another crisis averted.

"On Monday, October 3, the schooner "City of Baltimore" arrived with 245 tons of steel — shipment which had been promised 'postively' in June. Demens had to wait three days to borrow enough money, in addition to all he had already borrowed, to pay for the unloading of the boat. Then he had to wait four more days for an advance from Lissberger to start his construction crews to work again. By that time the schooner *Ida C. Schoolcraft* had arrived with another shipment of steel.

"From then on, steel shipments kept on arriving with fairly reasonable regularity and for the first time Demens was able to maintain a normal working schedule. He worked his crews overtime and by the end of November enough track had been laid so that he could borrow \$200,000 more from H.O. Armour & Co. on less ruinous terms than Lissberger demanded. In December he also began borrowing from a syndicate of Philadelphia financiers composed of E. W. Clark & Co., Ed T. Stotesbury and Drexel & Co.

"This financial help did not arrive in time, however, to enable Demens to complete the Orange Belt extension by December 31, 1887 — and many of the land donations had been made contingent upon the completion of the road by that date. Consequently, Demens lost about 25,000 acres of land grants. The Disston interests, however, granted him an extension of time so the failure of the Orange Belt to

finish the construction job by the end of 1887 was not completely disastrous.

"The Orange Belt was completed to the edge of the Williams property at Ninth Street on April 30, 1888, and on June 8 the first train came into St. Petersburg from the eastern end of the line on the St. Johns River. On June 14, Demens came to St. Petersburg in his private car and had a conference with Williams during which he agreed to build a hotel at a cost of \$10,000, one-half to be paid by himself and the other half by the Orange Belt Investment Co. Construction work on the hotel, later named the *Detroit*, was started during the summer and completed in the late fall. The depot also was built during the last half of 1888 and, during December, the railroad tracks were extended down to Second Street. Early in 1889 a 2,000 foot pier was built out into Tampa Bay, to twelve feet of water, permitting medium-sized ocean-going vessels to dock."

But like most Florida railroads of that era, the Orange Belt was doomed for bankruptcy even before it was finished. It was poorly planned, poorly built, with wretched equipment, unskilled operation. It ran through largely unpopulated areas. The few "pecker wood" saw mills, the sparse crops, the almost non-existent citrus, the few fish suitable for distant markets, the lack of proper refrigeration for perishable foods, the comparative poverty of the people, gave no chance for a profitable volume of freight.

At completion Demens owed his bankers \$900,000. On July 1, 1889 \$55,000 interest was due and there was no money. The 200,000 acres of bonus land that came with completion of construction was unsalable. So Demens made that sad journey to his Gethsemane at Philadelphia, and sold his road for \$25,500. Of this he got \$14,400, Henschen \$8,850 and Taylor \$2,000. Oddly only the smallest man in the deal, Taylor, got his original investment back.

But they had a rich and enduring wealth that bankruptcy courts cannot divest. They had the soul satisfaction of having their labors, their courage, their qualities of leadership, create something big and constructive. They were creators. They were pioneers. They were doers. Their memories nourished them to the end of their days. They could hold their heads high with pride. They had helped build their country. They had served their fellow men. They were rich, even if their neighbors never knew it.

Demens, his promoting fires satisfied and quenched, went to California, ended his days as a respected and useful newspaper writer. He and America had each done well by the other. He became a unit in that vast stream of people who came to this country because they wanted to be free in their bodies, their minds and their spirit, and who blended to create the greatest breed of people who have ever existed on this earth. And no nation, no race, no religious belief,

no clime, no cult, no creed, no blood stream can claim full credit or even major credit for that end result, of which this writer, and you indulgent reader, are the heirs and beneficiaries.

So admit one Piotr Alexewitch Dementief to the permanent World Hall of Fame and write his name in the skies.

Neither did the syndicate of bankers who took over the road do well with it. They staffed the road with officers: William McLeod, St. Petersburg, president; George A. Hill, treasurer; Frank E. Bond, superintendent; S. H. Hare, purchasing agent; Joseph W. Taylor, freight agent; A. L. Hunt, chief engineer; and H. H. Richardson, secretary.

The new owners pretty well left their streak of rust and its local officials to their own devices, and it and they did poorly. The decrepit engines were wood burners, the rolling stock was a motley from other roads, the roadbed was a roller coaster, the rails were too light, and business, although it gradually bettered, was never good.

The bankers however did form a land holding company, called the St. Petersburg Land and Improvement Company. They put an able man, Col. L. Y. Jenness, in charge of the St. Petersburg lots, which it received in a deed from Williams February 28, 1889. He managed the property well but not sensationally until December 15, 1906 when the remnant including the Detroit Hotel was sold to C. Perry Snell, A. E. Hoxie and J. C. Hamlett. Snell eventually became one of the great developers of the city. Mr. Hoxie was prominent then and he and his family have been active and respected citizens of St. Petersburg to this good day. Mr. Hamlett, a pleasant, gifted and wealthy man, was for some years a partner of C. Perry Snell. But Mr. Snell was too ambitious, too driving, too venturesome to suit Mr. Hamlett, and he eventually sold to Mr. Snell. This writer in his youth had many pleasant experiences with Mr. Hamlett. He and Mr. Snell had homes on adjoining blocks facing north on

Coffee Pot Bayou and East on Tampa Bay, the big "show place" homes of the City in early days.

The train crews limped along with three man crews, engineer, fireman and a handy man of all duties, called a conductor. Wilbur F. Divine was one of these overworked, long suffering geniuses who served as conductors. Later he became the extremely popular City Clerk. He spent his last days in the employ of this writer. He was a portly, jolly, gifted gentleman. In those days when State societies, society picnics, society boat and streetcar excursions were a big factor in the livelihood of this writer and his associates, the jolly, universally known Wilbur Divine was the official trip and excursion organizer. We called him the glad hander. Nowadays he would doubtless be called a Public Relations Counsellor.

The disastrous freeze of 1894-95 finished the railroad, under its then ownership. This freeze was never equalled until the one of December 13-14, 1962. The cold killed back the citrus, which was the income backbone of the railroad. The unhappy owners leased the road for ten years to H. B. Plant, who was in process of putting together the great Atlantic Coast Line Railroad. He operated it as the Sanford and St. Petersburg railroad until he bought it outright and it became a part of the Atlantic Coast Line Railway, and as everyone knows a merger of it with the S.A.L. Railway is in process.

But despite its "failure" as a railroad, it was a great success; especially insofar as St. Petersburg was concerned.

It started a town on a fortunate site suitable for a great city, which it has become. Had the rails stopped at Disston City there would have been no rapport with Tampa. If it had gone to Mullet Key, maybe the industrial and port city of the Bay would have been there and not at the head of Hillsboro Bay. But it was so located by the vicissitude of many chances and mischances as to be a logical complement to Tampa and Tampa to St. Petersburg. And so let it be!

Chapter XV

VAGUE VILLAGE

The coming of the railroad to deep water on Tampa Bay at the platting of St. Petersburg did not start a boom, as some hoped it would, but it did rather quickly form a quiet little village and kill the budding settlement of Disston City on the shores of Boca Ceiga Bay.

There had been a considerable influx of people to the lower Peninsula as a result of the Disston advertising and efforts at Disston City, and for other cumulative reasons that were heading a few people from other States and even other nations into Florida.

Before the railroad came these people were scattered around as suited their occupations and their tastes. The people whose interests were oriented toward the water, fishermen and boatmen, were mainly at Big Bayou. The farmers and fruit growers were stretched along Tangerine and Lakeview Avenues, the people drawn by the Hamilton Disston efforts at Disston, cattlemen and fishermen thinly in the northwest area and on the shores of Boca Ceiga Bay.

Then came the railroad and things began to jell.

Typical was Arthur Norwood. An Englishman attracted by Disston, he and his brother first tried farming at Disston and failed. He is then found teaching the first school in the area at Tangerine and Disston. In 1889 he opened a grocery at 9th Street. After a little he changed again to a clothing store at Fourth and Central, later moved to Fifth, the two Hubert Rutland (originally Rutland Brothers) stores, one for women, one for men, now being on the site and a continuation actually of the Norwood store. The Northrup family were first partners with Norwood, later with Rutland, and finally selling out.

Ed Durant and Ed T. Lewis, notable pioneer merchants, arrived in 1885 and 1887, respectively. As soon as the railroad fixed the center of things they went into merchandising together at the northeast corner of Third and Central. Durant later branched into tobacco retailing, Lewis stuck to his original site and business. Title to this land on the east side of Third Street between Central and First Avenue North still remains in the hands of Lewis' descendants. C. Durant arrived in 1888 and soon became involved in the lum-



Panorama of downtown St. Petersburg 1905. Never before printed.



Looking east on Central from 4th Street 1910-1911

ber business, ending up with the town's first lumber processing works.

Robert Stanton, an Englishman, settled at Ninth and Tangerine in 1896, but came the railroad, he moved downtown, his heirs still owning property in that area.

Another typical family and movement was that of the McPherson family. In August, 1885 Edward B. McPherson and his three sons, Edward C., Charles and W. J., drove in a wagon from De Land to Disston City. First they bought land there from J. R. Torres, built a house and in November Mrs. McPherson and the two daughters, Ella and Babbett, arrived. The family acquired land on Long Key (Pass-a-Grille). They brought sawed lumber from Pensacola and started a lumber yard, which failed. They then bought a set of printing type, started a newspaper, the Seabreeze, which lasted but a few months. Finally they followed the railroad, built a home in Ward & Baum's Addition, west of the small lake at Seventh Avenue North, where the family maintained a home for several decades. The family, however, has remained prominently identified with Pass-a-Grille, acquiring large land holdings on that Key.

There was a definite but minute start of the tourist business. A mild climate was the main lure, with two motivations, health and fishing. To the town's first hotel, the Detroit, several others were quickly added in response to an obvious demand.

First of the new hotels was the Paxton House, built in 1890, at the northwest corner of Central (then Sixth Avenue) and First Street, in an obvious effort to appeal more favorably than would the Detroit to the fishermen and bathers.

In 1893, J. D. Bates built a small hotel on the northeast corner of Six Street and Sixth Avenue (Central). George L. King, operator of the first sawmills in

the area, bought this hotel February 28, 1896 and added a story and remodeled it considerably. In 1902 William H. Tippetts, head of a family which have been leaders in the City for over a half century, bought the hotel, changed the name to Belmont, which it retained until partly torn down and remodeled for modern merchandising under long term leases, on June 24, 1952. The family still owns the fee. The elder Tippetts died shortly after arriving here, but his widow, Mrs. Katherine Tippetts, was a leader in society and in civic betterments for a generation. Typical was her leadership in starting Boy Scout work in Pinellas County. She was also active in Audubon Society work. One son, William, became a prominent attorney and leader of the County Democratic party longer than any other person. The other son, Ernest, founded an engineering business doing a world wide business. In recent years he has returned to St. Petersburg and is semi-retired.

In 1894 the waterfront activities drew another major hotel, The Clarendon, on the southwest corner of First Street, opposite the Paxton. The most notable thing about this hotel was that it was built by Dr. W. E. Van Bibber. The hotel was completely destroyed by fire on December 17, 1899. Van Bibber had in 1885 delivered the notable speech naming Pinellas Point the healthiest spot on this earth.

An important new dimension was added to the St. Petersburg economy in 1889, bringing with it a man sturdy physically and a power during his remaining lifetime, because of his fine character and sound but kindly business principles and practices — Henry W. Hibbs. His brother, Walter M. Hibbs, was a worthy associate in every way. Unfortunately there are not now any male descendants in the City, but the women of the family are good citizens who perpetuate a fine family of Americans. Originally located

on the Railroad pier at First Avenue South, the Hibbs business removed to Bayboro at 1016 Third Street South. The present Pinellas Seafood Company, 1533 Third Street South, is a continuation under a changed name of the pioneer Hibbs business. The Hibbs brothers for two decades stoutly maintained their legal residence at their old home in North Carolina, and returned there to vote.

Karl Grismer in his "Story of St. Petersburg" 1946 edition, ably tells the balance of the Hibbs story.

"During the 1890s, commercial fishing was the principal industry of St. Petersburg, employing the most men. When the Orange Belt constructed the pier in 1888-89, it built on it a number of warehouses. One of these was leased during the summer of 1889 by Henry W. Hibbs, a native of North Carolina who had gone to Tampa a few years before and been engaged in the fishing business. Hibbs had become acquainted with most of the fishermen who lived on the lower peninsula and who fished in the bay and gulf, and after he came to St. Petersburg he made arrangements with them to sell their fish to him, instead of to fish houses in Tampa. Hibbs offered good prices and most of the fishermen switched to him. Before a year passed, Hibbs was shipping out more than a thousand pounds of fish a day.

"In the beginning, Hibbs packed his fish in ice brought in to St. Petersburg from Oakland on the Orange Belt. Finding this too expensive, Hibbs urged Colonel Jenness to try and get an ice plant established here. Jenness agreed. He donated three lots and advanced money for the construction of an ice plant by the Tampa Bay Ice Co. at the corner of Second street and First Avenue south. Water for the plant was obtained from an artesian well. Construction of the plant and the installation of machinery was supervised by David Murray, of Dover, N.H., who had worked for years for an ice machinery company of Harrisburg, Pa.

"The ice plant went into operation late in 1890. But its capacity was not large enough to supply the demand and within two years it was found that a larger plant was needed. It was provided by J. C. Williams, Jr., and his brother Barney. Together they organized the Crystal Ice Company and built a plant at First street and First Avenue South. Soon afterward the Tampa Bay Ice Co. closed its plant and the Williams brothers had the town's ice business for themselves.

"With an ample supply of ice, the fish business boomed. R. T. Daniels, G. E. Eady and others opened fish houses, all located on the wharf. During the late Nineties, the fish houses employed or bought fish from ap-

proximately two hundred fishermen and shipped more than three million pounds a year, the principal market being Savannah, Charleston, Mobile, Jacksonville, New York and Philadelphia.

"Getting ice from the ice plant to the end of the railroad pier was no easy task. Hibbs finally rigged up a flat topped car with a mast and a large sail and every day the ice car sailed the half mile out to the end of the pier. It proved to be one of the attractions of St. Petersburg as few people had ever seen anything like it before. The sail ice car was kept in operation until March 13, 1913, when it ran down W. H. Flagg, a winter visitor from Battle Creek, Mich., who was fishing on the pier. Flagg was fatally injured and the sail ice car was never used again."

A final economic dimension added to St. Petersburg at this time was destined to continue through the decades as a significant one, and that was a policy of summer excursions from interior Florida to St. Petersburg, inaugurated by the Orange Belt Railroad in a desperate search for operating income. The first such excursion was on July 4, 1889 and due to heavy advertising and promotion in mid Florida towns, was a tremendous success. The little community, excited at this new development, entertained the visitors royally. The excursions became an annual summer feature until eventually palatial bay steamers and later the all pervading automobile supplanted them.

It was the first time that the idea that any part of Florida was attractive as a summer resort, had had a concrete and successful tryout, as far as this writer knows. As Pass-a-Grille developed and acquired facilities suitable for attractive and comfortable tourist life, it stole this part of the economy from St. Petersburg and eventually Pass-a-Grille became famous state wide and to a limited extent nationally as a summer resort, a leadership it maintained until Carl Fisher with greater enterprise and capital captured that important travel dollar for Miami Beach. But its start was in St. Petersburg, initiated by the Orange Belt Railroad.

A requiem should be added at this point for the pioneer wagon road that served as a lifeline for Pinellas pioneers to Tampa from the very earliest days of white settlement. It lost its significance and most of its usage with the coming of the railroad. It is true that part of it survived until automobile days and traces of it still remain but for other than sentimental memories it ended with the bellow of the railroad whistle.

This road, built by horses hooves and creaking wagon wheels, was noted by the United States surveyors in the 1840s as they set out section corner stakes in a wilderness. The scattered settlers, usually in canvas covered wagons, hauled early citrus and scanty farm produce to Tampa, brought back the food and cloth essentials to pioneer life in treks of three or four days duration with camp fires en route. At times in

emergencies, a man on horseback could make the round trip in two days.

The early fishermen, but principally the cattlemen slowly established a trail from Big Bayou that wandered out Lakeview to the early houses in the Disston City area, thence followed the high ridge generally in the Disston Blvd. area to cattlemen camps in mid Pinellas and dimly connected with the main trail leading from Clear Water and Indian Rocks to the main trail around the head of Old Tampa Bay. The fishermen of Boca Ceiga Bay and the point now housing the Veterans Hospital at Bay Pines angled a trail northeast to connect with the Disston Blvd. road.

But after the railroad came grass and brush grew in most of these wagon rut trails.

St. Petersburg by now had begun to have varied strings to its economic bow; vegetable farming, citrus, stock raising, commercial fishing, swimming, sports fishing, winter health resort, summer fun resort.

There began to develop civic and community difficulties due to the fact that all governmental authority and officials were located in Tampa, and the transaction of even the most trivial kind of legal business that could not be handled by slow mail, required a tedious trip consuming at least a day and having considerable cost attached.

There began to be talk of incorporation of a town. The vague feeling of need was crystallized by a relatively minor but irritating thing. And that matter was the utter lack of any police authority to stop fights and arrest the increasing number of drunks. There was no vestige of Law in the community. The Hillsborough Sheriff did not have, refused to establish a deputy in St. Petersburg. There was no jail. But there were two saloons and the increasing number of fishermen and boatmen, as well as citizens with a thirst from other walks of life, made this elemental lack in government a vexing one.

A meeting of the town elders resulted in a determination to incorporate and the call was made for an election on February 29, 1894. Two slates promptly appeared; one for continuation of open saloons, one against.

The election had the following results; —

Anti-Saloon		
Mayor:	David Moffett	21
Council:	George L. King	22
	Charles Durant	18
	Arthur Norwood	25
	Frank Massie	22
	J. C. Williams, Jr.	27
Clerk:	Wm. J. McPherson	26
Marshall:	S. A. Sloan	18

Saloon

Mayor:	John C. Williams, Sr.	10
Council:	H. W. Hibbs	6
	H. Martin	9
	G. W. Anderson	7
	T. A. Whitted	7
	J. Baum	1
Clerk:	J. Torres	5
Marshall:	C. W. Gill	13

And oddment of this election, which was a considerable embarrassment in the founding Williams family, remembered by some members of the family to this good day, was that Papa Williams was soundly trounced for Mayor, although he led his open saloon ticket by one vote whereas his son was elected to Council with the top vote cast that historic day.

Mr. Hibbs, who was a responsible citizen, had a change of heart politically thereafter, although he personally was a moderate drinker, as was known through a personal warm and admiring friendship with the two Hibbs brothers by this writer. As a result of his change of position as to a governmental policy Mr. Hibbs was elected as the second Mayor of St. Petersburg, and both he and Mr. Moffett served creditably and to the entire satisfaction of a majority of the citizens of the new town.

Almost the first hasty act of the new City Government was to build a jail, as is reported in more detail, in the special report on the history of the Police Department, which appears in a separate chapter later.

The argument for and against open saloons continued to be a burning and bitter election issue from the very first election until open saloons were voted out of existence first in St. Petersburg, then in the County, eventually briefly and uneasily in the nation. But the old swinging bar-room door was eliminated forever from St. Petersburg, to be replaced later with "bars" and "cocktail lounges" in a more tolerant and sophisticated day.

Thus we find St. Petersburg launched as a city with an uncertain sense of direction as to its economic and social destiny with but the faintest glimpse, if any, of its significant purpose in the life of a great State and a great nation.

And what of the color and atmosphere of tourist life and leisure in that far day? For as the world speeds on its way in this meteoric age — nearly three quarters of a century is a long, long time indeed.

This writer in reading, studying and living in this community for over half a century has never read anything that answers that question as well, as colorfully, as is told in two thin booklets called "Off Hand



Famous Shell Fence. N.W. corner of 1st Street North and 2nd Avenue 1905

Shots" which reprint a series of letters written to the Trenton (Missouri) Tribune in 1893 and 1894 by a Colonel J. H. Shanklin, who lived for a number of weeks those two winters at the Paxton House in St. Petersburg. The booklets were received some 15 years ago through the mail from some generous soul, whose name the writer has lost, much to his regret.

Excerpts from those two booklets are printed:

Jan. 23, 1893

"Returning to the climate and the weather, I believe if I had hunted all over the south I could not have found a point more absolutely congenial to health and comfort than the Pinellas Peninsula. The town of St. Petersburg is new and some of the luxuries of

life have to be sent for; but every breath of air we breathe comes either from the pine woods or the salt water."

Feb. 2, 1893

"I had, so far, seen but little productive wealth in Florida, and I asked the old darkey who drove our cab, how the people of Florida got their bread and meat, and he replied that they lived on "fool Yankees in the winter, and hominy and fish in the summer." I believe the set phrase is "sick Yankees in winter, and alligators in summer," but I quote the old darkey correctly.

"I have now a fine prospect of sixty or seventy days of good health in Florida. I now feel better and can stand walking longer, and all in all am stouter than any time since I had the gripe in 1890. J. H. S.

St. Petersburg, Fla. Feb. 6, 1893

"THE TIMES:—While my surroundings are pleasant and our hotel is now full of guests with their various methods of killing time, life is not eventful, and the daily routine furnishes but little to write about.

Feb. 9, 1893

"St. Petersburg is a small new town of some 500 or 600 inhabitants, with a fair allowance of either fool or sick Yankees, or both, during the winter months. It is situated on the west shore of Tampa Bay and consequently on the eastern edge of the Pinellas Peninsula and some three or four miles north of the extreme southern point of the Peninsula.

"St. Petersburg is twenty miles by boat from Tampa, the principal city on the Bay, and about nine miles from Port Tampa, which is reached from here by boat, and the trip thence to Tampa is made by rail. I notice the steamer Volunteer leaves here for Tampa every day at 9:50 A.M. and returns about 5 P.M., and a larger boat, the Kissimmee, makes two trips daily to Port Tampa. A steamer, the Margaret, makes a daily trip down the Bay to the Gulf and around southeast to the Manatee River. I intend to test these lines of travel before I finally leave Florida.

"From St. Petersburg the railroad extends some 1,200 yards into the Bay, on piling, some eight or ten feet above the water at usual high tide.

"Along the railroad track and on a level with it there is a plank walk about four feet wide, and from this dock all the local fishing is done. Regular fishing and oyster boats go

down the Bay and return laden with fish and oysters which are the principal articles of commerce from St. Petersburg.

"The site of St. Petersburg and the lands in view from the dock, are by some writers called bold bluffs, but the bluffy feature is not visible to the naked eye. Main Street, running east and west, rises from the water's edge gently for some six hundred yards, and my information is that the elevation is sixty-five feet above the bay at high tide. I would have guessed it, from appearance, at thirty-five to forty feet.

"It is claimed for the gulf coast that the air is drier than Minnesota. It is said that fish and game, hung in the open air, dry up and harden without becoming offensive, being similar to the jerked meat so well-known on the plains during the Mexican war and long thereafter.

"After enjoying the morning hour in looking over the site of the town, I followed the general tide of travel out on the dock to observe the fishing. I found fifteen or twenty men and women engaged in fishing, and they were catching sea trout, sheephead, black fish, grouper, flounders, pig fish, toad fish, drum fish, and some other kinds. The trout was the leading fish being caught during the first few days that I was on the dock. I had been used to fishing from a boat, where I sat but a few inches above the surface of the water. Here I had to stand some eight or ten feet above the surface, and found my rod and tackle not suited to the changed condition and surroundings. I caught some fish, however, after some changes in my equipments, and the second day I was out I caught six trout and a pig in less than an hour. During the first three or four days I was on the dock I noticed the pelican, two kinds of sea gulls, and an occasional loon, and many sea or fish ducks as some one called them. These, especially the pelicans and gulls, were in immense numbers, and they would dive for minnows within twenty feet from the end of the fisherman's pole. During these few days persons with nets had no trouble in dipping up all the best bait for trout fishing that the crowd required. Bait could be dipped up by the score within thirty feet of where the trout were biting the same bait. But the third and fourth days after my arrival here, I saw out a little beyond the end of the dock, pelicans, gulls, loons and ducks, all in countless thousands, hovering over the water and acting as if almost crazed for food.

Feb. 14, 1893

"We have three hotels at St. Petersburg, one large and two small ones. Since February 1st they have been pretty well filled with guests, and none have died, so far as I have been able to learn. At the Paxton House, where about twenty-five people get their meals, and from fifteen to twenty are lodged, there has not been, since I have been here, (now five weeks), a single person confined to bed by sickness. It is true that many of us cough, but it is equally true that the most of us cough less than when we came here. Now these are the facts so far as St. Petersburg is concerned.

"I regard the climate here on Tampa Bay as very near perfection, and that the breezes from the pine woods or from the salt water are healthful, pleasant and invigorating.

"In coming to Florida I did not expect to find an agricultural country, nor did I expect to see hay stacks, corn bins, Durham or Pole Angus cattle, or Berkshire, Chester White or Poland China hogs.

"A country where the orange blossoms blow; where the pineapple is a native and the cocoa an easy trans-plant; where the tomato ripens in January and the wild vegetation springs up during the early days of February, is not the country for hay, corn, hogs and cattle, nor did I expect to find it such; and so I am not disappointed by their absence.

"I am delighted with the country for the use I have for it, and am spending my time contentedly, and believe I am benefitted by being here.

J. H. S."

Feb. 16, 1893

"The best estimate I could make of the number of persons who were still fishing at 5 p.m. was 120, and every fisherman had his or her pile of mackerel. I think there were full 2,000 caught during the afternoon.

"I have been somewhat careful in my description of Tampa Bay and its surroundings, for I believe in climatic conditions it is the cream of Florida. Other sections may raise more oranges and other fruits and vegetables, but the climatic conditions here in winter approach perfection.

Feb. 20, 1893

"The steamer Margaret is a mail steamer, as I understand it, and makes a daily trip from Port Tampa down the bay to the main gulf

and around to some point on the Manatee River. We have a Manatee River, and a Manatee County, and Manatee is the name of a sea cow which once flourished in the waters of Southern Florida, and is now nearly if not entirely extinct.

"As our boat approached Egmont Key it seemed to be beautifully wooded, but on closer inspection I found the beautiful green woods was all palmettos, called here the cabbage palmetto. The island is perhaps a mile and a half long, extending into the main gulf by, perhaps, a little over a half mile wide. As I had been directed, after turning over my lunch to my lady friend, I took the left, or southeast side of the key, in advance of all others, and with basket in hand commenced my search for shells. I was the only person in the crowd who made the trip entirely around the island. I had on rubber boots, and waded in the edge of the surf as it beat up from the gulf, and my trip was but little, if any, short of six miles. I gathered my basket so full of shells that I did not have room for another. I was hungry, worn and tired when I returned to the dock, but proud in the victory of an entire circuit of the key, with more shells than any person whose stock I had the opportunity to investigate.

Feb. 22, 1893

"It is but repeating what I have said in substance before, that around Tampa Bay the climatic conditions in winter present a near approach to perfection.

J. H. S."

Feb. 26, 1893

"I note that among the visitors to Florida, stopping at St. Petersburg, a very large proportion are gray haired, and many of them past seventy. While the ancient story of the "Fountain of Youth" is not credited anywhere, the old ones are inclined to the opinion that life may be prolonged by a change from the severity of our northern winters to the semi-tropical or sub-tropical climates of central or southern Florida. I have met consumptives here who hope for relief from their malady, but a large per centum of the transients now at St. Petersburg are old men of fair vigor and in good health, who have escaped from the severity of the northern climate to Tampa Bay where the climatic conditions in February are like our Junes in north Missouri."

Feb. 27, 1893

"On Monday night, Uncle Jake Miller, of Washington, Pa.; L. Stewart, of Schenectady,

N. Y.; S. S. Griffith, of Indianapolis, Indiana, and your most obedient servant, made arrangement with the owner of the Marmion, a small steam tug which is usually employed in shipping fish from the fish camps down among the keys, to take us down to the pass at a dollar each for the round trip.

"After passing the south end of Pine Key we had Long Key directly in our front, with a view through the pass to the main gulf. Down the pass to the south we could see Egmont Key and the Government Light House about eight miles distant. I visited Egmont a few weeks since, and gave a hasty description, perhaps to the Times. We finally landed at a rickety dock on the east side of Long Key, and a walk of 600 or 800 feet carried us across the island to the west side, where we stood in awe and wonder, at the edge of the surf, as it beat up against the narrow belt of land from the Gulf of Mexico.

"The four of us, each with basket on arm, started down the beach in quest of shells. We returned to the boat in about two hours with baskets well filled. I had provided myself with a larger basket than I had on previous trips to the gulf, and I gathered it full, in some variety. In quantity I gathered as many as my three companions. Neither of them wanted many, and they gathered with care and of the choicest varieties; but I was after quantity as well. We partook of our lunch before landing, and so lost no time at dinner. No one lives on Long Key, that is, so far as we saw it. There is an old shackling house but no tenant. On Pine Key there is one inhabitant and a fishing camp. The inhabitant is a regular Robinson Crusoe, living all alone, and his entire outfit of clothing, including hat and shoes, would not command fifty cents in a second-hand store. I conversed with him and found him quite intelligent. He has lived on this island several years. He left a young and growing family in New York. Had come to Florida hunting health. Had found it, but met with some financial trouble and is working his way up, fishing, gathering shells, sea oats for ornamentation, and anything else for which he can find a market."

March 9, 1893

"This morning with Mr. Thomas, of Bedford, Mass.; Mr. Stewart, of Schenectady, N. Y. and Mr. Cole, of Buffalo, N. Y.; I had a trip on hand to the Manatee River, some 35 or 40 miles down the bay, the way of Egmont Key. Our boat, the Margaret, was due to leave the dock about 8 A.M. and before that hour I went out to the end of the dock and rebaited our shark hook and went on my way



The Belmont Hotel. N.E. corner of 6th and Central.
1902

rejoicing. We had a delightful trip down the bay to Egmont where our boat landed an excursion of some 30 or 40 men, women and children for a shell hunt, but my especial party were bound for the end of the run on the Manatee River.

"From Egmont our course was nearly due east at the foot as you might say, of the Tampa Bay, about 10 or 12 miles to the mouth of the Manatee River. The mouth of the river is indicated by land on the right and land on the left, low and uninteresting, but covered with palmetto, pine and mangroves, all evergreen and interesting in their way. Our course then was up the river in an easterly direction. The river seemed to be about 1200 yards wide at the mouth and for some miles up. I noticed a pretty heavy population on the shores especially on the south side of the river. I noted orange groves and truck gardens and evidences of a rather thrifty population, though it is plain to be seen that a large portion of the population, are people from the north who winter in Florida. Our boat was a mail boat and we stopped at all the villages, among which I noted Palmetto, Bradentown, Ellenton, and one or two others the names of which have escaped me. We finally stopped at a wood station; wooded and started on our return about 1:10 p.m."

March 12, 1893

"During the past week Mr. Thomas, of New Bedford, Mass., who I have mentioned before, took a horse-back ride across the peninsula to Diston City; and a mile to the east of Diston he made the acquaintance of an old citizen by the name of Puig (pronounced Pooch) a Spaniard, and in spite of his sixty years, and of his eighteen years residence on the coast, he speaks English with evident difficulty. He has on his small farm, as I hastily viewed it, oranges, lemons, dates, palms, bananas, pecans, scuppernong grapes and a fair sized cabbage patch.



Manual Training School; 4th Street and 1st Avenue
South 1900

"The conveyance consisted of a rather heavy road wagon — not a spring wagon — with two spring seats, and drawn by one mule. The driver, a Mr. Kimball, a relative of Mr. Puig, called the mule Jim. With this outfit, four of us and the driver, started for Diston, some five or six miles across the peninsula. The mule, Jim, was of regulation color — a yellowish brindle, with a stripe along the back; but the gait was slow. Jim carried his head low, and his ears flopped forward like a mule already fatigued. When the driver would hit him on the right side, Jim would make a graceful curve to the left, and when hit on the left side the curve was reversed, but in neither event was the speed perceptibly accelerated."

March 18, 1893

"I might write more and in greater detail, about Tampa Bay, the Manatee River, Egmont Key, Pas de Agrille, Boca Ciega Bay, Clearwater Harbor, and the shells to be found on the gulf side of any of the Keys, and there is much more that might be said about the Pinellas Peninsula, its productions, its ponds, its marshes, its alligators, its long leafed pine forests, its hammocks, its palmettos, its scrubs of the same name, its air plants, its Spanish mosses, its birds and its flowers, but a glance at all these is all I can furnish without more work than I came to Florida to do.

"I presume that none of your readers contemplate investment down here, but if they do I would not wish to discourage them. All in all and to sum it up in a nut shell, my conclusion is that this bay affords many good places to live. In fact, I regard St. Petersburg as one of the best, if not the very best place to live I have ever seen; but taking all the places I have mentioned together, they furnish perhaps fewer opportunities of making a living than any country of the same scope within my knowledge."

March 26, 1893

"I told him no dinner for me, jerked on my rubber coat, for it was raining, went down to the office and found there Mr. Hilliard, a veteran fisherman on our dock, who had brought the news of my catch and he informed me that I had a large shark on my hook.

"With the aid of Mr. Williams I brought him to the piling and drew his head above water. We then made a noose and threw it down over him; and while we had two thicknesses of 3/8 rope on him, many thought they would break with his weight and we threw down another noose thus giving four plies of 3/8 rope all well attached. We then hauled in and with the united strength of ten men we pulled him on the dock and I hallowed until I was hoarse.

"He measured 10 feet and two inches in length and his weight was guessed anywhere

from 350 to 500 pounds. The guessing at weight is an uncertain thing; but this one was a whopper. I stood by, in the rain to see it disemboweled and from his stomach I saw discharged and laid out on the dock, 23 horse shoe crabs, shell and all, one duck, whole and with no evidence of the commencement of digestion; one bone 10 or 12 inches long and as thick as your arm; the half of a cow's hoof; several small particles of hoof, and a piece of manilla or other rope substance, not particularly noted. All this was taken from the stomach of this sea monster, and I stood in the rain and without my dinner, to see it."

To sum it all up, if you had a way to make a living, or had it already made; those few score who came in 1893, like Colonel Shanklin, thought St. Petersburg a very very nice place to live indeed, for a week or a lifetime. And the hundreds of thousand who come now, in the main, still do.

Chapter XVI

F. A. DAVIS: THE VISIONARY MAN

Davis, a notable printer of medical books from Philadelphia arrives to put his indelible mark on the area's development. His books and pamphlets promote lower Pinellas. He founds Gulfport and Pinellas Park and contributes to the growth of St. Petersburg.

F. A. Davis it was who first saw clear and bright the destiny of St. Petersburg. He saw a special reason for its existence first. Also, first, he called the world's attention to what, to him, was a dazzling and obvious fact. And he talked, cajoled, shouted, used print, wrote poems, advertisements, pamphlets and books until the world stopped and listened and came to look.

Who was F. A. Davis? A farm boy from Montpelier, Vt., a school teacher, a book salesman, a printer of books at 1914 Cherry Street, Philadelphia; a visionary man, a dreamer, an impractical fellow, by his own admission.

He was 44 years old when he first saw St. Petersburg. He spent all of his personal money he could spare, all he could borrow, all he could get others to spend on Pinellas County development. He started three towns, failed in everything he did or tried to do for his beloved city, never made a dollar from his prodigious efforts. He died at the age of 67, a broken old man, physically, but, in spirit, filled with a bubbling faith in his dreams, a love for his fellow man and without the slightest thought that he was a failure. He had recklessly, for 23 years, squandered his faith, his hope, his energy.

Not one person who ever knew him doubted for a moment his complete belief in the things he advocated, ever whispered a breath of doubt of his scrupulous honesty and sincerity. People may have snickered behind his back. But nobody ever laughed in his face or scoffed. He never generated a drop of hate in the heart of anyone with whom he dealt.

He started St. Petersburg on the road to greatness. How could such a man be said to have died poor?

The record is clear that the two men who kindled the flame for Pinellas in the life of F. A. Davis were Hamilton Disston and Wm. C. Van Bibber. Of the two Hamilton was clearly the greater influence.

Pinellas Park Founded

While, in fact the first effort of Davis in Pinellas County was to continue the development Disston started at Tarpon Springs, his first major effort was to revive Disston City which he renamed Gulfport. He then moved the seat of his efforts to St. Petersburg because by that time the people were there. When bankruptcy drove him from St. Petersburg, he founded Pinellas Park.

At each point he started with land he bought from the Disston estate. And more than from anyone, perhaps everyone else, he operated with money invested or loaned by Jacob Disston, a surviving brother of Hamilton. Jacob, and the coterie of friends and associates he dragged from Philadelphia over a period of almost 30 years, financed the development of St. Petersburg. Davis, in effect, by consent of the family, undertook to liquidate the Disston holdings in Pinellas County.

The 1885 Van Bibber paper extolling the healthfulness and physical delights of Pinellas Point undoubtedly first attracted Davis to St. Petersburg. It was the printing of that speech and the national broadcasting of it by Davis that first sent the broadcaster to investigate what Van Bibber was talking about. It was the readers of that speech who started the first trickle of travel to Pinellas which has swelled over the years into the flood that still pours down during these modern days.

So it would seem well worthwhile to start at the beginning and tell in more orderly and coherent fashion the Davis story which, in many other phases, is an important and integral part of the St. Petersburg story.



First out of State publicity folder by the St. Petersburg Board of Trade 1906-07. Paid for by F. A. Davis.



F. A. Davis



Mr. & Mrs. F. A. Davis



Looking West on Central Avenue at 4th St. 1906

Publisher Davis

The F. A. Davis Co., Publishers, 1914-16 Cherry Street, was founded by Davis in 1879, and was the principal business of his lifetime. The company, still owned by the family, and operated at the same address, is a principal publisher of medical books and periodicals, and of national stature in medical printing and the world of business.

The full Davis name was Frank Allston Davis. Incidentally, this writer has read scores of Davis publications, booklets, letters and other documents, and has assiduously searched high and low, and as far as his eyes have ever seen, this is the first time that the subject of these words has been named in print other than as "F. A. Davis."

Davis' second wife was as remarkable a woman in her own way as Davis was a man. She died July 8, 1964 but was active president of the F. A. Davis Co. through her 85th year.

The personal biography of these two remarkable people is well and intimately told in a personal letter to this writer from Robert H. Craven, president of the Davis Co., dated March 29, 1966: (Mr. Craven is a nephew of Mrs. Davis.)

"The stone on his grave gives his birth date as 1850, and he died in January, 1917. You know about his son by his first wife; and, of course, my aunt was his second wife. They were married in 1896. He came from a farm near Montpelier, Vermont, and was a school teacher at the time he came to Philadelphia. He went to work as a book salesman for William Wood and Co., a British firm, the largest distributor of medical books in the United States at the time. He started the present company in 1879. It was incorporated in 1901 and we moved into our present building at that time. You know how he became interested in Florida and probably a great deal more about how he became involved than I know.

"Mrs. Davis was Elizabeth Irene Craven. She used the name Irene, probably because her Aunt Lizzie was such a martinet. She was born in 1874 and was 42 years old when Mr. Davis died. She tried for several years to keep all of his holdings together, but was finally advised to give up all of the Florida holdings and devote her time to the publishing company. She became president and was active until 1960 when I became president. From that time until her death, she was chairman of the board.

"While Mr. Davis was alive, she had a fairly busy social life, but gave it up 100% except for her membership in the New Century Club. It was about her only means of keeping in contact with old friends. When she joined the company, we published mostly medical books for practicing physicians. She ex-

perimented with educational books, which achieved some success but were finally given up.

"Her biggest contribution to the company was obtaining the services of Mr. C. W. Taber, who established a line of nursing textbooks, and sales eventually exceeded those of all the other publications. He also compiled a medical dictionary, which is one of the best selling medical books of all time — Taber's CYCLOPEDIA MEDICAL DICTIONARY. Last year we went over the 100,000 mark with the sale of 117,000 copies. We are now nearing the 2,000,000 mark in total sales.

"Mrs. Davis had no children of her own, but she took me in in 1927 at the age of five."

Davis Promotes City

St. Petersburg was forcefully and favorably presented to the people of the nation, particularly in the Philadelphia area and along the Eastern Seaboard, in varied ways in print by Davis. First he printed the Van Bibber article "The Healthiest Spot on Earth" in the national magazine of the American Medical Journal, and distributed thousands of extra copies printed at his expense. He printed items, thin on medical content, thick on real estate promotion, for Pinellas Peninsula in his medical magazine.

In 1896 he printed a 132-page book, with a Pinellas Peninsula map, profusely and interestingly illustrated, devoted entirely to extolling the virtues and wonders of St. Petersburg, Gulfport, Tarpon Springs and Pinellas in general. This book was widely distributed. Craven generously presented this writer with a copy, very nearly the last one in the possession of the Davis Co.

Davis, a poet of considerable merit, printed a booklet of his poems under the title, "Poems of the Pinellas," and sent it to hundreds of friends and acquaintances. Poem titles included "Tarpon Springs," "Anclote's Winding Stream," "A Dream of Passagrille." But he surrendered in despair seeking to sublimate the harsh word "St. Petersburg" into rhyme.

Perhaps his most effective publicity effort for St. Petersburg was the once-famed 1906-07 booklet, "Souvenir - St. Petersburg, The Pleasure City of the South." It claims issuance "By Authority of St. Petersburg Board of Trade," an organization Davis was instrumental in reviving. The actuality was that the Board agreed to underwrite the cost, defaulted, and Davis paid most of the bill. The book of 64 pages, 8 x 11 inches, is on slick paper, has scores of pictures of historic and artistic merit. Reproductions are frequently seen in current publications. Many are reproduced in his book.

"Florida" Magazine

Most remarkably but almost unknown and lost in the dust of time, Davis started a magazine "Florida" in January, 1905 just before his Pinellas empire collapsed. It had a short life. The first issue had articles on tarpon fishing at Pass-a-Grille (Davis spelled it Passa-

Grille); the Manatee River, Disston City, the pre-historic Gulf Coast Indians. This article includes the picture of a round shell mound, apparently the one after which Mound Park Hospital is named.

These publications, along with the efforts of Davis and others, brought a stream of visitors and settlers and, with them, pressing necessity for enlarged or additional municipal facilities and improvements. These came in rapid fire order. The village soon changed into a fairly thriving town. Many persons and, in fact, most came directly through Davis' efforts. A brief chronological statement of them is perhaps the most effective way to describe the transformation:

Significant Events

1891 — After a long campaign by the W.T.I.A. (Women's Town Improvement Association), money was finally raised to build wooden sidewalks on both sides of Central from Fourth to Second Streets. Shell replaced the wood in 1895 and asphalt the shell in 1900.

1892 — Feb. 29. Town incorporated. The act was contested in court, but ratified by the Legislature in June, 1893. Meanwhile, the Town functioned anyhow.

1892 — In April a town jail, 10 by 12 feet, was built at a cost of \$37.68.

1893 — July 18. Bonds for \$7,000 were authorized by a vote of 39 to 1 to build the Town's first school. For several years the town and its officials were ignorant of the fact that town school bonds were illegal, this right being reserved to counties.

1893 — Williams Park remained in its raw state from 1888 to 1893, when a women's organization — "The Park Improvement Association," was formed. An official "Park Day" was held and the men, encouraged and nourished with ice cream, cake and coffee, grubbed out the palmettoes and laid walks. A fence was built to exclude hogs and cattle, and the first bandstand erected in 1895.

The officers were Mrs. George L. King, president (her husband owned the community's first sawmill); Mrs. George Anderson, vice-president; Mrs. Jeanette Baum (husband an early subdivider and developer), secretary and treasurer. The members were Mrs. Elizabeth Ferdon (her husband, city's first architect), Mrs. A. Welton, Mrs. Sarah Williams (widow of John C. Williams), Mrs. C. Durant, Mrs. Branch, Mrs. Molly Allen, Mrs. G. B. Haines (husband furnished name for Haines Road, now 66th Street and U.S. 19 in North Pinellas), Mrs. Burchfield, Mrs. W. J. McPherson, (her family started the first newspaper, the Seabreeze), Mrs. Arthur Norwood, Pearl and May Moffett (papa was an early mayor), Mrs. Will McPherson, Edna Badolet, May King and Grace Baum.

Pond Filled In

1894 — "The Swale," which was literally a pond following heavy rains, on Central between Second and Third Streets, was filled in. The ladies in 1891 had elevated their wooden walkway across the swale. Five

Council members, T. F. McCall, C. Durant, J. C. Hoxie, T. M. Clark and T. A. Whitted, borrowed the money from the local bank until town taxes could be collected to repay them.

1894 — C. W. Springstead hard surfaced, with shell from Mound Park, the principal downtown street intersections. Some shell was sprinkled in the ruts wagon wheels cut in the deep sand.

1895 — F. A. Davis visits St. Petersburg.

1897 — Central Avenue was "paved" with pebble phosphate screenings from the Bay to Ninth Street with a loop around Mirror Lake (then Reservoir Lake, much wider and shallower than now). That loop was for a long time the town's one pleasure drive.

1897 — Feb. 2, Davis received an electric power franchise after a referendum vote; and moved his power plant, which he had first started in Tarpon Springs a year previous to St. Petersburg, but it failed. He built his plant where the St. Petersburg Yacht Club now stands, the building being the weirdest patchwork of sheet iron, lumber and glue ever assembled for a power station. Davis had a 50-Watt station. Many a private business in the city today has a more powerful emergency standby plant in case of storm.

The First Telephone

1898 — First telephone. Arthur Norwood connected his two stores, one at Ninth Street, the other at Fourth, both on Central. The next year a public telephone system was started with 18 subscribers. In January, 1901, banker A. P. Avery, and Joe Patton, an ACL conductor, got a franchise, brought the first company, purchased good equipment. June 24, 1902, connection was made with Tampa. In October, 1903 Davis bought the company, promptly sold to the Brorein Co. of Tampa as a part of the Peninsula Telephone Company, which eventually sold to the present owners, General Telephone Company, and thus St. Petersburg gradually joined the world.

1899 — St. Petersburg Board of Trade organized. It soon died.

1899 — March 8. \$5,000 in bonds for sewers were defeated 9 to 1. \$5,000 was approved for a water plant 17 to 5. These bonds were declared illegal, but a second issue for \$10,000 was approved and validated May 23 by a vote of 31 to 9. A tank was built at Fifth Street and Second Avenue on the northeast corner and water serving the downtown business area turned on Dec. 12, 1899. The water came from Mirror Lake.

1900 — The 1900 census measured the Davis impact on the Town. This census showed 1575 people in 1900, compared with the approximately 274 of 1890.

First Chamber of Commerce

1902 — Board reorganized as St. Petersburg Chamber of Commerce but soon died.

1902 — Davis got a franchise for a streetcar line Feb. 4, 1902. He spent almost two and a half years raising capital — mostly from Jacob Disston. He opened his line Sept. 28, 1904. The line terminated at

one end at Ninth Street and Fifth Avenue North, thence to Central Avenue; west to Ninth Street, thence south to Booker Creek. The next year it went on to Tangerine then west to 55th Street, then south to Boca Ciega Bay. First motorman: Glenn D. Pepper; first conductor: Warren Scott.

In 1903 the town had outgrown its Charter, in the opinion of some and a group of officials led by Mayor George Edwards, sneaked a new Charter through the Legislature in June, 1903; promptly issued \$23,000 of bonds without a referendum, paid off existing debts on the Town water system, doubled the size of the plant.

Central Avenue Paved

1903-1904 — Under the new Charter another \$10,000 of bonds was issued to pave Central Avenue. A bitter fight developed over one block of paving — from Fourth to Fifth Streets. A lively election for new town officials had this one block as the principal issue. The Fifth Street side won and three blocks of paving were laid from Second to Fifth Streets. But it was many years before this last block got sidewalks.

1905 — The town's first automobile — an Orient, owned by Edwin H. Tomlinson. In 1907 the first trip by auto from Tampa to St. Petersburg took three and a half days. The daring adventurers were Dr. and Mrs. A. B. Davis (Davis was the son of F. A. Davis), Mr. and Mrs. Noel A. Mitchell and James McCord. Mott Williams was the first driver arrested for speeding 18 miles an hour; 10 miles over the speed limit. (There was no wheeled traffic cop. Mott's "confession" would today be illegal. Perhaps his heirs should demand remission of his \$100 fine.)

Harrison Bros. Hardware, southeast corner of Third and Central, had the first filling station.

The First Garage

F. W. Ramm & Son opened the first garage on First Avenue South.

A. W. Hicks was the first tourist to drive from the North — Detroit, appropriately enough — by car, in 1906 taking 14 days. He and his son and his grandson have all been in the auto sales business since and until this good day.

1906 — Davis formed the Tampa Bay Transportation Co. and bought the steamer Favorite, a Bay type freight and passenger boat, propeller driven, for \$80,000. It had a capacity of 1,000 passengers and was the biggest Bay or inland water boat save one, to ever operate on Tampa Bay. He tore down the Brantley Pier at Second Avenue North, built a larger one some 3,000 feet into Tampa Bay, extended the car tracks to its end. It promptly was called the Electric Pier and became the social-travel center of the city. All the gay, beautiful and hopeful maidens of the village "met" the boat in the afternoon, dressed in their best finery, and of course the young swains flocked to "where the girls are" just as they do at Daytona Beach, Fort Lauderdale and our beaches to a lesser degree, come Easter and school's end, in this day.

Board of Trade

1906 — March 15. Chamber of Commerce reorganized as Board of Trade again. First officers were influential and prominent town leaders. They were: Judge J. D. Bell, president; C. A. Harvey (he created Bayboro), first vice president; Roy S. Hanna, second vice president; T. A. Chancellor (the town's first great banker), treasurer; Dr. A. B. Davis, secretary (son of F. A. Davis).

1907 — Came the 1907 panic, a localized money panic that involved, with destructive virulence, the Tampa Bay area. The Davis empire collapsed. All of his companies — the land company, railway, electricity and boat lines, were thrown into receivership. Frank Harrison, one of the hardware store brothers, was made receiver, and Davis dropped from the St. Petersburg story.

But Davis was far from through. For one thing, able and powerful people he was instrumental in bringing to St. Petersburg, and their descendants, are forces in the city and county until this day. Notable among them was George S. Gandy Sr. of Philadelphia. Gandy had had a distinguished career in streetcar management and ownership in Philadelphia, and in mining and other activities in the west. Related by marriage to the Disston family and consulted frequently by Davis, he became acquainted with St. Petersburg and, because of those connections plus his great love for yachting, wedded himself to St. Petersburg for the remainder of his life, thus introducing him to the most spectacular business venture of his career, the Gandy Bridge, the success of which had a profound impact on St. Petersburg, surpassed by few other events, if any, in importance.

Pinellas Park

But with quenchless enthusiasm, Davis refused to depart the scene of his first failure. He soon gathered new resources, new associations, made a huge acreage purchase northwest of St. Petersburg, and started a new town, Pinellas Park.

He set out industriously to make this community an agricultural one. His first spectacular venture was the creation of a Florida cane syrup and sugar complex — again borrowing from Hamilton Disston. He planted flourishing cane fields stretching as far south as 38th Avenue North, built a tram railway to carry the cane to his mill on the west side of the ACL tracks north of Park Boulevard, and had some success making Florida cane syrup.

Among those he gathered to help him were James Shoecraft and Pat McDevitt, the first skilled in agriculture, the second in construction.

James Shoecraft eventually became perhaps the first successful pioneer in a business which has become one of the important and picturesque industries of Florida, growth of perishable flowers for northern markets, carried there principally by airplane. He also became a good county commissioner, one of the first Republicans elected to public office in Pinellas County.

McDevitt was in charge of all important construction for Davis. Eventually he assumed a similar position with this writer and was the builder of the Jungle Prado Building. A son, Frank D. McDevitt, has had a long and distinguished career as an attorney for the City of St. Petersburg.

Park in Trouble

But in 1915-16 the village of Pinellas Park, a pretty straggling and anemic child at the time, fell upon evil days. Those two summers were ones of excessively heavy rains and floods, partially precipitated by a flurry of misses and near misses by wandering hurricanes (one didn't miss), and for several months in the summer of 1916 Park Boulevard was many inches, in some places a foot or so under water. This writer drowned out his car once in this flooded street. That summer the Goose Pond, where the proud and busy Central Plaza Shopping Center swarms with million dollar business today, flooded and one of the writer's chores was to ferry would-be streetcar passengers across the flood in hastily procured rowboats to "connect" with the halted streetcars on each side of the pond.

Drainage District

Davis moved swifty and effectively to cure that disaster. He formed the Pinellas Park Drainage District. The Lake Largo-Cross Bayou District to the north of his was also hastily formed. Between the two, under the general direction of Shoecraft and McDevitt for the Pinellas Park District, and William McMullen for the Lake Largo District, the relatively vast low flatwoods "waste" of mid-Pinellas was effectively drained. Principal elements of this work were the dredging of Cross Bayou from Boca Ciega to Old Tampa Bay and the drainage of Lake Largo, which had effectively stopped the growth of Largo eastward.

Before this drainage system could be completed, Davis died at a time when his last settlement and development work were in a sad state indeed.

The short range effect of the vast drainage operation was disastrous for most property owners in the area. The Drainage District law had and still has very sharp teeth as far as tax collections are concerned. The supervisors of a district levy a total sum of benefit cost to each piece of property, which is recorded against the property as a lien, a portion of which is levied each year as a tax. If not paid, the supervisors sell the land. Under this law, sell means sell. The purchaser gets a good vendible title to the land.

The lands being of relative low value and there being few or no roads and conveniences and the lands suffering from a tradition of being low and unfit for use, they were for a time relatively unsalable. The

annual taxes represented a rather large per cent of the market value. In a few short years the two districts found themselves owning much of the land in their districts.

\$11.00 an Acre!

This writer bailed them out in the early 1920's by buying some 10,000 acres of land from them for the now unbelievable price of \$11 an acre.

But the flooding misadventure effectively, for the time, put the quietus on the Pinellas Park venture and the last Davis dream.

This writer is startled to realize the vividness with which he recalls Davis the first time he saw him. The time was close to 60 years ago. The place was the Fuller home in Bradenton. The Davis empire in St. Petersburg, the work of 12 years, had collapsed. H. Walter Fuller had taken over the power plant, the streetcar line, the real estate and as receiver, was negotiating a merger of their rival steamboat lines. With half a dozen businesses in Bradenton, varied and rather large new operations in St. Petersburg, H. Walter Fuller entertained a constant stream of doers, buyers, sellers, great and near great. Restaurants of quality being non-existent in Bradenton and St. Petersburg, and Mrs. Fuller — a locally famed cook, there were many meals served to guests in the Fuller home.

A Defeated Man

This writer's memories of this stream of guests are in the main dim or vanished. But F. A. Davis shines out like a bright light. He remembers where Davis sat. He recalls where his distinguished looking patriarch of a grandfather sat. He then had no knowledge that Davis sat there a defeated man, a man who should have felt dejected, rejected, ill at ease. There sat a diminutive man, a quiet man, but a man of dignity, not of austere or haughty dignity but a man with a powerful inner light that shone through, subdued but compelling.

The Davis voice was quiet and level but with an eager rapidity. When he started to talk all quieted to listen, even the old Patriarch who was accustomed to having his booming pronouncements received in respectful silence. After six decades, the then teenager is still sharply aware that he was in the presence of a Man Apart, and that the head of the table was where the man sat. And he is pleased that he sat at that table six decades ago.

History has been kinder and wiser with Davis than were current events and the opinion of many of his associates and contemporaries.

His associates called him the Visionary man.

History hails him as the Man of Vision.

Chapter XVII

THEN THE EARLY GIANTS CAME

Given a sense of direction, a feeling of increasing certainty of a rendezvous with greatness by the genius of F. A. Davis, the community, although small, was bustling with growth and optimism. There was building to be done, the encircling wilderness to tame, money to be made. And the Giants heard and were quickened and they came.

First there was C. Perry Snell, a huge man of power and energy and driving ambition from Kentucky. He came in 1899. He was to write his name on North Shore, Snell Isle, a beautiful building.

Came H. Walter Fuller in 1907, born in Atlanta, already with a quarter century of alternating riches and poverty in Tampa and Bradenton, on the Bay with ships, to liquidate or bring to order the Davis Empire. And he wrote his name with ships and street cars, and hotels and subdivisions and subdivisions and more subdivisions.

C. A. Harvey from Jesup, Georgia in 1903 to create Bayboro Harbor from noisesome sand flats.

Charles R. Hall from Philadelphia in 1912, to write his name in the sands of subdivisions and crown himself with Lakewood Estates and its maze of curlicue streets.

C. M. Roser to create Roser Park and preserve beauty from a meandering neglected creek, and through the generosity of his gracious wife establish Roser Park Hospital.

Noel A. Mitchell immortalized the Green Bench when he innovated it as an advertising gimmick for his pyrotechnical type of promotion and development, and was the first successful developer of a Gulf Beach resort. His life-end misbehaviors did dim his deserved lustre as a community builder.

And earlier and later there were Al Fisher and Jim Foley and Thomas J. Rowe, and E. A. Donovan and his giant sons, and Chan Springstead, and Cade B. Allen and David S. Welch and A. B. Archibald and Jack (J. M.) Taylor.

These men came and saw that here was a job for Giants to do in building a city and they girded them-

selves with armor and arrayed themselves to build it. And they built themselves a city, a fair city, a city sized for 25,000, for 50,000, for a hundred thousand, for however many cared to come. And they played themselves their parts on the stage, for short or long, for riches or adversity, until their lines had been spoken and they retired into the wings. But they had their day, rich days, dizzy days, disastrous days, days of laughter and of tears, drudgery and triumph but days of satisfaction all. Because they built.

The main purpose of this chapter is to portray these men, how they looked, thought, acted rather than detail their accomplishments.

C. Perry Snell started his business career as a pharmacist in Kentucky, working as such for 17 years. He was born in Bowling Green, Kentucky, June 5, 1869 and died in Mexico City May 30, 1934, six days short of 65 years. Thrice married, his last wife was Carolyn Hargden, a gifted, talented woman who took an intense interest in his business, having been an independent business woman herself before marriage, but a competent, gracious hostess as well. Snell had no children. A brother, who developed at Fort Myers, preceded him in death. He had one son.

Snell was a big man, tireless, assertive, talkative but the observer had the distinct impression he had a hidden inner reserve which resisted trespass. He was two distinct persons wrapped in one skin. In business he was hard and cold, a tough bargainer. In conversation or controversy he drew back, was mostly silent, constantly nibbling at his lips with his teeth. He would settle for not less than 15 ounces of flesh. The other man was a wildly enthusiastic pursuer of beauty. He ransacked Europe for pictures, furniture, statuary, tile; once bought and had shipped to St. Petersburg piecemeal the entire interior walls of a famed Venice, Italy palace. He spent a fortune on such things, fitted the entire third floor of his huge home on Snell Isle as a picture gallery. His greatest legacy to St. Petersburg was beauty. He came too early for that and reception was lukewarm or caustic. He decorated street inter-



City's first fire equipment with horse & mule power — 1907.

sections at Snell Isle with life-sized replicas of creditable pieces of statuary he had bought. They were broken, desecrated, stolen, neglected, ridiculed. His tastes were two generations ahead of most people.

Snell visited St. Petersburg as a tourist in 1899, bought a half block on Second Avenue North, returned each winter, erected a home in 1904, launched into real estate on the grand scale in 1906 when he was part of a group that bought the remnants of the Orange Belt Railroad St. Petersburg lands, including the Detroit Hotel.

Eventually he acquired most of the land in the city north of Fifth Avenue North that lies east of Fourth Street, also the land around Crescent Lake and some around Mirror Lake, and a big slice of St. Petersburg Beach. He quickly established North Shore as the premier "status" residential address, went on eventually to create from mud and mangrove magnificent Snell Isle. As a thing of beauty first, an investment second, he built the Snell Building (now the Rutland Building) at the northwest corner of Central and Fourth Street, then and now the most beautiful building in St. Petersburg. He also developed Bennett Beach on the Gulf at St. Petersburg Beach.

Second only to the pioneering crusader editor W. L. Straub, Snell is responsible for public ownership of the Tampa Bay waterfront of the city. He bought and held, for years sometimes, waterfront property until the city was ready and able to buy it. He exacted no interest. He sold for a nominal price Crescent Lake Park to the city.

This writer alternately competed with and fought Snell and worked for him. The recounting of some personal incidents involving the two distinct personalities can perhaps best portray the man.

Having need one day to see Mr. Snell, this writer went to the old St. Louis Browns' spring training ball park on Twenty-second Avenue North, adjoining Coffee Pot Bayou. Snell was one of a group of town boosters, who had brought the town's first major baseball league team to St. Petersburg on a 5 year contract, which included furnishing a ball park. The con-

tract had expired and the grandstand had been torn down, and Snell was preparing to develop a subdivision there, which he called Granada Terrace. He found Mr. Snell and three little Negro boys sitting on boxes tapping away with hammers. He wondered what in the world this reputed millionaire and three little Negro boys could be doing in common.

Well, they were straightening out bent rusty old nails. They had laboriously extracted thousands of these nails from the lumber of the wrecked grandstand. And now they were straightening them and sorting for size. Apparently they had labored many hours. Mr. Snell was working harder than anybody. One got the idea his life depended on it.

In 1929 this writer worked for Mr. Snell as Snell Isle salesman. He was the entire sales force. His office was a ground floor Central Avenue space in the Snell Building. The exquisite and tasteful furniture, antique pieces all, the gorgeous rugs, the masterpiece pictures on the walls well may have had a value of \$50,000 or \$100,000. He had a liberal advertising credit with the St. Petersburg Times, acquired by virtue of a trade between Snell and an executive of the Times who had contracted to pay for a Snell Isle waterfront lot, found himself short of cash.

The salesman avers that he never worked harder in his life than during that season. It was 1929 and the financial world of this country had spectacularly crashed on the Black Friday of September 29, 1929. As St. Petersburg had shown no signs of recovery from the Florida crash of 1925 there was distinctly no market for any kind of Florida real estate. Total commissions for the office for the year were exactly \$420.00.

Snell at the same time was carrying on steady and extensive development work on Snell Isle. He had opened the area to an eager and prosperous world on October 14, 1925 and in a few days sold lots for a total price of over \$7,000,000. The development work had but well begun when he left the construction work to trusted long-time employees, sailed for Europe where he spent a million or so buying various objects of art,

notably one of the biggest and best collections of miniatures in existence owned by a private collector.

He returned to St. Petersburg to find most of his sales contracts in default but pressed doggedly ahead with development work. He mortgaged the Snell Building to get additional money to pour into Snell Isle dredging, streets and utilities. The Snell household went on an austerity budget but the work kept on. He drained off the rent money from the Snell Building which should have gone into the debt service fund for the mortgage. In fact he eventually lost the building on foreclosure but the land development continued until every single commitment was met in full.

Meanwhile there was that salesman sweating blood but not earning his salt or groceries. So every Friday afternoon would end about like this:

Salesman, approaching Mr. Snell: "Perry, I haven't got any grocery money. Can you help me out?"

Snell: "Yes, I will, Walter. But I'm pretty low on money myself today." (Business of searching his pockets, coming up with a thin roll of bills.)

Snell: "Let's see." Conspicuously counting. "I got just eleven dollars. Carolyn and I need a little money. Here, I'll let you have eight."

Every Friday the 11 and 8 scene was gone through with, but Snell Isle was completed and none of the 11 and 8 actors starved and they all remained good and close friends.

And this final last glimpse of this strange and fascinating man.

The president of a small Kentucky college, Ogden College at Bowling Green, came to St. Petersburg as a guest of the Snells. Perry had graduated from that school as a youth, finished his education at the College of Pharmacy in Louisville, Kentucky. Mr. Snell wanted to arrange the construction of a fine art gallery at the College as a gift. He wanted to fill the building with art and furniture from his fabulous collection. The heart of the display was to be that collection of miniatures. The gift was arranged, the money sent, the building built. There was then the business of packing the pictures. Mr. Snell and this reporter packed the miniatures.

The boxes were in the quiet third floor art gallery. Perry Snell would pick up each tiny picture, many not bigger than two or three inches one way, maybe three or four the other. He would cradle each in his huge powerful hands, look at it for a long minute, wrap it with packing material and lay it in one of the boxes.

The audience of one had the queer hushed feeling that he was watching a young mother cupping her new born baby in her hands before laying the sleeping infant in its cradle for the night.

The bent rusty nails and the huge man and the three little Negro boys somehow for the first time seemed rather unimportant.

H. (for Henry) Walter Fuller was born May 17, 1865 in Atlanta and died in Hendersonville, N.C. November 25, 1942, aged 77 years. His father Henry Alexander

had been owner of a large Georgia plantation and 200 Negro slaves. Not believing in slavery he sold the plantation, went in the whole-sale business in Atlanta, a distinct step down in the social scale, but despite his feelings on slavery, served in the Civil War as a Calvary officer in a Georgia regiment.

Suffering from consumption, the son came to Florida in 1883 on advice of his physician who assured him he would never live long enough to vote. The railroad not having reached Tampa he drove from Sanford in a wagon. There he started a wholesale grocery business and added a citrus packing house. In 1886 he made a sudden fortune when he had bought practically all the citrus that survived the great freeze of 1886 and afterwards the country's first major flu epidemic occurred and the American Medical Association recommended orange juice as a flu preventative. He started an ambitious steamship line between New Orleans and Tampa Bay in competition with the railroads, and there then being no I.C.C. the railroads with a neat bit of cutthroat competition promptly busted the 21 year old entrepreneur who threatened their monopoly.

Fuller moved to Bradenton and was soon in half a dozen businesses including a general store, selling everything from patent medicines to steel traps, buying everything from deer hides to dug up Spanish gold. He planted groves, had a rock quarry, built some of the forts at Forts De Soto and Dade, eventually went back in steamboating on Tampa Bay, in affiliation with the A.C.L. Railroad. He found it better to "jine" them than fight 'em.

Some 80 hungry mules brought him to St. Petersburg in 1907. There was a money panic in this area. Local merchants established a clearing house, making out pretty well except for the mules. They insisted on oats and corn and alfalfa, and that took money rather than Certificates of Deposit, based on frozen bank deposits. St. Petersburg had just voted a \$32,000 bond issue to pave Tangerine, Maximo Road (31st Street South) and other roads, and the bond money being safe in New York banks was available. Fuller won the road contract, moved his mules to St. Petersburg and gave them corn.

At about that time the Davis utilities went into bankruptcy and J. Frank Harrison was made receiver. As Fuller had built and managed a streetcar line and a power plant in Bradenton for John A. Graham, Harrison induced him to manage the bankrupt utilities. He did so, eventually acquired the Davis steamboats, also merged them with the ones he had and for about 10 years operated a six boat fleet of combined freight and passenger boats in the Tampa Bay area. Winter time excursions for tourists were the chief money makers for the line. He also established a boat line from the end of the streetcars at Gulfport to Pass-a-Grille.

Fuller promptly launched into a wide ranging series of land development operations, had a dozen or more corporations to handle them. He built extensive

offices for his enterprises at the southwest corner of Fifth and Central, including offices and terminals for all passengers from the streetcars and boat lines. It suddenly became the busiest corner in town.

His big contribution to the city was streets and highways. He acquired practically all the land in the West Central area beginning at 9th Street to Boca Ciega Bay including what is now Pasadena, and the Jungle, also the entire north end of Sand Key (St. Petersburg Beach) and most of Treasure Island.

Getting the Central Avenue area from 9th Street to 16th Street took some doing, as Central then ended at 9th Street and from there west was the main residential section for Negroes and was thick with houses. But he bought them all because his plan was to extend the car line straight west to Boca Ciega Bay, and a part of that plan was to create Central Avenue and First Avenues North and South 100 feet wide from Bay to Bay. He accomplished his goal and in carrying out his plans ignited the now almost forgotten boom of 1911, which will be treated in the following chapter.

By 1914 Fuller was again a millionaire. In fact when World War I broke out, he had a million dollars in the bank. He had embarked on a series of enormous subdivisions including Pasadena and the Jungle, gambled that the War would be of short duration, guessed wrong and went bust in 1917. Not waiting for bankruptcy court, he voluntarily assigned all assets to a committee of bankers in Philadelphia for the benefit of creditors. Sort of inheriting Jacob Disston from Davis, Fuller had cultivated the relationship, opened a Philadelphia office and negotiated big bank and mortgage loans there.

The liquidator the banks had employed, C. M. Allen, found the task of unraveling the Fuller tangle too much for him, eventually employed H. Walter Fuller, and his son, this writer, to untangle the mess the Fullers had made. Eventually George C. Allen (no relation to C. M.), one of the banker committee advanced a million cash to the Fullers to acquire most of the holdings of the old Fuller companies on a partnership basis. This was in 1919 and as the first ground swell of the 1925 boom was at work, the three rather promptly ran up another fortune.

In those days summers in St. Petersburg were pretty quiet. A major problem of the Fuller operation was that an organization big and good enough to function effectively in winter, if kept intact through the summer would eat up much of the winter profits, so the idea was conceived to start a development program in Hendersonville and shuttle employees back and forth with the waxing and waning of the seasons. It worked so good that father and son divided responsibilities, H. Walter directing the mountaineering in Hendersonville and son Walter the dredging and filling in St. Petersburg.

Both operations did very well for several years and this time two fortunes were accumulated. So when the 1925 blowup came, H. Walter Fuller quite outdid all of his past accomplishments, he managed to lose

two fortunes at once instead of just one. Which took some doing.

But H. Walter recovered rather quickly, as was his wont, soon bought Laurel Park back, thereafter sedately administered that property, died as he undoubtedly would have wished, suddenly at his desk in his Hendersonville office, was buried there near his grandfather who had been a Presbyterian Bishop in Western North Carolina, a fact he and this writer discovered one day when they espied an elaborate, ornate marble set of steps grotesquely in front of a rather humble bungalow. H. Walter promptly negotiated to buy it, was told the steps once went with the home of Bishop Fuller. The house but not the marble had burned. Thereafter the marble stairway served as the front entrance to H. Walter's home in Laurel Park. H. Walter in all made eight fortunes, lost 7 1/2 of them. But he created!

H. Walter and his wife, Julia (Reasoner) Fuller had five children, all living, who have done reasonably well, none having been in jail as yet. Julia, who is a sturdy 95 at this writing and just as stoutly a Republican as the day she was born in Illinois, is a sister of the famous Reasoner brothers, who founded the Royal Palm Nurseries at Oneco, near Bradenton, once the largest tropical nursery in the world. The nursery still operates at Bradenton, under the guidance of Bud Reasoner, of the fourth generation, with a fifth on deck and standing by.

Julia is the finest Christian this writer has ever known. She and God talk to each other. She taught Sunday School for 50 years and the children of the children of the children of her first pupils annually pay their respects to her.

Charles R. Hall was a high voltage salesman who called himself to the attention of H. Walter when he sold old man John Wanamaker a solid carload of window shades for his Philadelphia store. The Fuller family had become rather intimate with old John because of the friendship of John and Julia ignited by their devotion to the Northern Presbyterian Church, and John spent two winters as guest of H. Walter at his Plaza Hotel at Pass-a-Grille in the winters of 1915 and 1916.

H. Walter persuaded Charles Hall to come to St. Petersburg, sold him major acreage on West Central, as part of his West Central development schemes, the land eventually being turned into Hall's Subdivisions numbers 1-2-3-4-5 and several thousand people now live with high average satisfaction on the lots thus created.

Hall eventually acquired huge acreage totaling about 2,500 acres on the South side and with the aid of Land Planner and Engineer George Young laid out Lakewood Estates with the sporty Lakewood Estates Golf Course as the center of it. Hall was the first developer who dared the prejudice of residents and buyers against the South side, and while he opened his development with elaborate ceremonies, it did not go well. It took another generation to overcome the prejudice against the south side. After most of it had

been picked up for unpaid taxes in the boom aftermath, a huge chunk of it including Lake Maggoire and the land to the south (Nature Trail) and west were conveyed to the City as its largest park. But that took place in the desperate and despondent Nineteen Thirties and Forties, when the glow of the 1925 boom had dulled into the despondent gray of the depression. For \$40,000 the City acquired some 1,500 acres, including the lake, on December 21, 1943. This turned out to be by far the most significant action during the administration of R. J. McCutcheon as mayor.

Hall was born in Detroit September 22, 1869, but the family moved to Philadelphia in 1876, where he acquired five years of public school education. At 11 years of age he went to work in a five and dime store and thereafter for 27 years worked in various mercantile firms, mostly in clothing and millinery, and while a junior partner in Wm. W. Riddle & Co. he made his famous sale of window shades. He came to St. Petersburg in 1912, promptly bought 80 acres running from 25th to 28th Streets and straddling Central. He built the first homes west of Ninth Street, and very good homes, which to the surprise of most people sold rather rapidly, setting the tone of residences for that area.

Characteristic of the day and of Hall is this incident. In the dying days of the 1925 boom, Hall undertook to develop a square half mile of land straddling 34th Street (U.S. 19 now but of no importance in 1925), and then far out in the boondocks. The handsome All States Insurance Company has its general offices on this land now. The City had been recklessly paving streets far and wide with brick, financing the work by taking liens against the lots and using these as basis of security for bonds, which the City guaranteed, a fact which eventually bankrupted it.

Hall submitted a petition for paving the entire 160 acres, with elaborate wide streets diagonally through it and with rim streets around its entire edge. Bids totaled approximately \$1,000,000. The Council had belatedly become uneasy at the state of the City's treasury and credit, and at the meeting at which the paving bids were opened one of the councilmen urged caution and after extended debate, the Council then and there adopted a resolution that no more paving contracts would be let until the owners of the property involved paid in advance in cash 30 per cent of the cost of the work.

Mr. Hall was in the audience, as was this writer, and Mr. Hall had been visibly suffering during the discussion. When the 30 per cent rule was laid down, Mr. Hall blithely stepped forward, whipped out a check book and dashed off a check for \$300,000, whereupon the Council promptly awarded the contract.

When the check eventually bounced for insufficient funds, the contractor refused to surrender his contract, the work was done, the liens were foreclosed, the City acquired the property, and during the administration of Johnny Burroughs the City very

unwisely sold the land to the All States people for a song. Well, maybe with a dance thrown in.

Mr. Hall, in common with most of the Boom Babies, built a mansion during the halycon days.

Mr. Hall married Miss Emma May Blanchette on September 11, 1897. They had five children, four sons and one daughter. Mr. Hall died at Miami. The eldest son, E. Richard, was once a tenant of this writer during the depression, and in common with many another was far in arrears in his rent. Pressed hard for rent money one day, Richard gave this writer a check for \$5,000, which made him current with a bit of a margin in advance. The cashier shook her head sadly but firmly when the check was presented.

This writer did his best to wheedle from bank officers, Albert Miller and Bob McCutcheon, the amount of Richard's balance but no dice. An employee on a lower echelon cautiously indicated that the E. Richard balance was a figure representing a substantial portion of \$5,000. After due thought, the landlord cashed a check for \$2,000 getting the money in \$100 bills. Thereupon he deposited \$100 in the Hall account, and presented his check. The cashier shook her head. He deposited another \$100, and another, and another — and still another and so on until there were only three or four of the little green pieces of paper left. He was pretty apprehensive, but risked another. That one rung the bell. The cashier smiled, nodded yes and honored the check — in cash. E. Richard and his landlord had scant social intercourse thereafter.

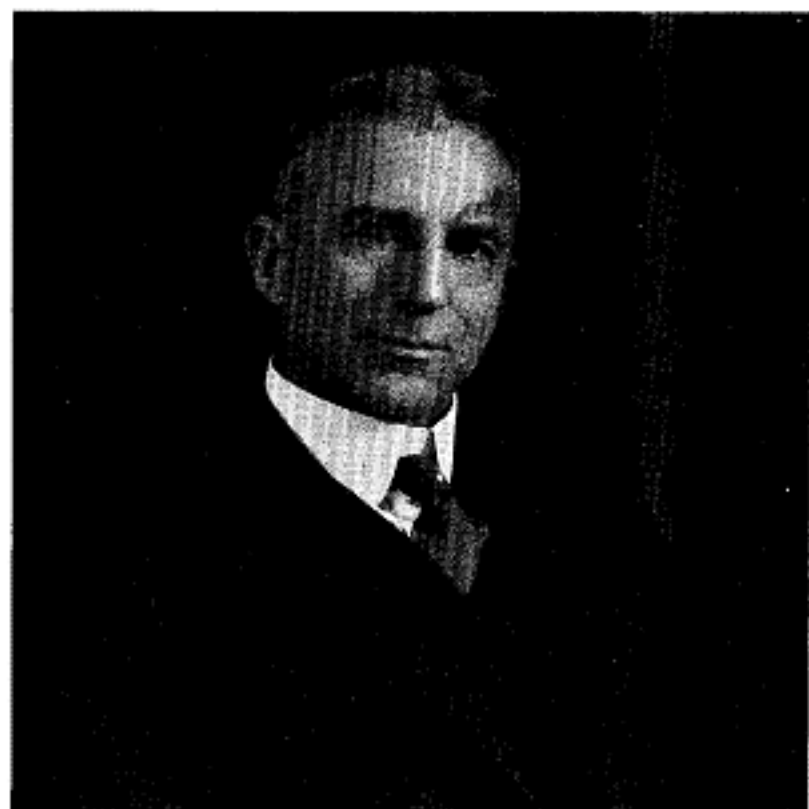
C.M. (Charles Martin) Roser is principally remembered for his beautiful Roser Park and the hospital bearing his name, but although he came here late in life, planning to retire here because his parents, Mr. and Mrs. John W. Roser, lived here, he soon plunged into activity. He built the Poinsettia and Royal Palm hotels, and bought and sold and improved a half dozen others; and speculated a bit in Central Avenue and downtown property. He also undertook a rather ambitious development on the north end of Anna Maria Key but that didn't do very well. Bridges had not yet come to the Keys, and transportation by boat at that time was sporadic and not too reliable. Boats didn't have self starters then.

Mr. Roser was born in Elyria, Ohio in 1864 and established a large cracker and candy manufacturing business in Kenton, Ohio. A headliner was a cracker he named Fig Newton. It became so popular that National Biscuit Company bought him out for a reputed million in 1910 and he came to St. Petersburg the following year.

Struck with the picturesque possibilities of the Booker Creek area he patiently began to buy up the relatively small tracts into which the land had been divided, paying what then were astronomical prices for acreage. Fortunately because of the creek and the steep grades none of the small tract owners had been tempted to subdivide, a disinclination which was clinched by the fact that there were no bridges except at Fourth and Ninth, and the steep banks and deep gully, made a bridge to serve a small tract



C. A. Harvey



H. Walter Fuller



Charles R. Hall



C. Perry Snell

prohibitively costly. By 1914 Roser had enough land assembled to launch his project. Rather promptly some 60 homes were bought. In that Roser was several steps ahead of his brother developers, he either built superior houses himself or saw to it that lot buyers did the same. Brick, very expensive here at that time because of adverse freight rates, had been used scantily for house construction. Roser became a pioneer in that field, made his area distinctive.

Roser can share honors with Dean Alvord at Harbor Oaks in Clearwater in being the pioneers on the West Coast of Florida in tightly planned developments for superior homes, with beauty consciously preserved or built in as an element of equal importance with streets and utilities. Roser, in building his own houses or compelling construction to meet his standard, took a position that did not have general acceptance for thirty years. Neither he nor Alvord would tolerate lots staying vacant for long.

Almost without exception other developers thought they had done their duty if they filed a plan, cut or paved a few streets, sold the bare lots. Thereafter they let man and nature take their courses. But not Roser and Alvord.

Mr. Roser died April 12, 1937. Mrs. Roser, who survived her husband, resides at 585 Roser Park Drive, was distressed that the City did not have adequate hospital facilities. She led her husband in a joint venture and constructed and furnished a fine nurses home, adjoining the then small and inadequate Mound Park Hospital. When a new hospital was built, the Rosers moved the old building to 22nd Street and it became Mercy Hospital for Negroes.

The Rosers had one child, a daughter, Mrs. James B. Reed, wife of an Orlando doctor.

Bayboro Harbor was created, a blighting swamp which had blocked the development of the South Side eliminated, and the extension of publicly owned waterfront continued to Twenty-Second Avenue South (Lakeview Avenue) solely because C. (for Charles) A. Harvey came to St. Petersburg in August, 1903. He died here January 18, 1914, his great contribution to the City not yet assured.

Harvey was born in Jesup, Georgia, June 16, 1868. He started his career as a hotel man in Thomasville, Georgia, switched to sawmill operation, came to Florida when satisfactory timber supplies ran out. His first year here he operated a leased hotel. Then he entered the real estate business, first with E. B. Rowland, then F. A. Freeman.

Next he took the step that shaped the balance of his career and altered the face of St. Petersburg. He bought a large tract of swampy acreage formed by the mouths of Salt Creek from Lake Maggiore and of Booker Creek, and started buying up other surrounding tracts. His first big purchase was from Mrs. Sarah Armistead, formerly Mrs. John C. Williams, part of the original tract Williams bought in 1876.

Of limited means, Harvey was able, with his insistent enthusiasm, to form a publicly owned stock company on June 13, 1906, dedicated to the

proposition of creating a commercial harbor from the waste-lands. His stockholders included an impressive list of the leading capitalists and leaders of the town.

Unfortunately for the company, few local citizens believed in the possibilities of a commercial freight harbor, powerful Tampa interests interposed opposition, sometimes subtle (St. Petersburg was still a part of Hillsborough County, Tampa held the whip hand politically and financially), and to compound the difficulties another powerful St. Petersburg group was dedicated to freight and passenger shipping in front of downtown St. Petersburg, where the Central Yacht Basin now is.

A three way wrangle developed between the two St. Petersburg groups and Tampa interests. By good fortune, Congressman Sparkman of Tampa, looked kindly on the Bayboro project despite Tampa opposition. The Harvey company dredged out the harbor, created much valuable residential property to the south, which eventually was a great success financially. But the hole in the ground, although filled with water, had no commercial value or significance until there was a channel to deep water and governmental recognition and support.

Harvey, assisted by W. L. Straub, was able to get the local forces in accord on a waterfront development plan; with park, recreational, passenger and freight shipping logically divided into four segments. With agonizing delay, inevitable with Federal governmental action, Washington approval for Bayboro Harbor was secured in the spring of 1912, after having been disapproved by one Army Engineer report in 1911; partial approval later in the year by another. Federal money totaling \$40,000 was secured in 1912 by legislative action of Congressman Sparkman. The Secretary of War on May 24, 1913 approved a joint City-Federal program of development and one dredge owned by A. C. Pheil started work in May, 1914, and a government dredge joined it in August, but Harvey had died the previous January, his dream fulfillment visible but not assured. A close associate at the time of his death, said of him: "The most prophetic and daring real estate operator who ever came to St. Petersburg." One must deeply regret he could not have lived a year longer.

The full story of the Winning of the Waterfront for public ownership is dealt with in the succeeding chapter.

It is true that the Harbor was not finally completed until 1923. It is also true that it has never approached in reality the dreams Harvey had. But it is there. It is used. Because it was there the Coast Guard came. Because it was there the Maritime School came, and when it ended came the State Marine Laboratory, and a temporary first home for Florida Presbyterian College and the State sponsored Vista and a branch of South Florida University. Great changes are brewing in Tampa Bay, notably the fight to establish the Manatee County Port. Anything can happen next.

The potential of greatness still exists for Bayboro Harbor. Had a man not dreamed and dared it would not exist.

Mr. Harvey on June 7, 1894 married Miss Lucile Edmondson at her father's plantation in Brooks County, Georgia. They had two daughters, Estelle and Ruth, and one son Charles Lester. Mother and daughters were all strikingly beautiful and spirited women, active and sparkling in St. Petersburg society. Charles, who died young, had an active career in local real estate and sporting society. He shared an office for several years with this writer, who found that Lester's (Harvey preferred the Lester to the Charles) extra-curricular activities at times could — and did — impair his usefulness as a real estate operator. But life was never dull around Lester.

Other giants and men of great stature in the early development of the City will be given the attention they deserve in subsequent chapters at points relative to their activities. Notable among them is Noel A. Mitchell. Another notable and colorful one is Jack (I. M.) Taylor. The list includes Thomas J. Rowe, the Donovans, Cade B. Allen, David S. Welch, A. B. Archibald and many others.

The reader well may ask why a few men are characterized as Giants and assigned a separate chapter.

The answer is simple and plain. They gave the City dimension, a framework, cohesion, a sense of direction and purpose. Some of them consciously conserved or created beauty, and America is belatedly learning that beauty has cash register value and that nature can often do a better job of creating beauty than men can — or will.

These highways gave the City an invaluable framework. Study if you will the hodgepodge that could have been made of Central and First Avenues, north and south. But with great foresight, H. Walter Fuller made 100 foot thoroughfares. As a routine matter he made Park Street 100 and 80 feet wide. He created a 100 foot highway to what is now Corey Causeway, and teaming with W. L. Straub, initiated the effort that brought a bridge and the automobile to the Beaches, and a 100 foot highway for a considerable part of Gulf Boulevard. He gave and created the 100 foot Fourth Street beyond the downtown portion to the Gandy Bridge. His son, at his own expense,

created Fifth Avenue North from 16th Street to Boca Ciega Bay, and threw in Tyrone Boulevard for good measure.

These highways gave the city an invaluable framework. Study, if you will, the hodgepodge of narrow, unmatched, short random streets that have resulted in a depressed area for the northwest quadrant of the Downtown city west and northwest of Mirror Lake to Ninth Street and Crescent Lake. Or study the chaos that careless and individualistic and bit-by-bit subdividing brought to the area to which Tangerine Avenue is the core.

Snell built in beauty as he went along. Roser preserved beauty as did Charles R. Hall. Both were careful to tie in with existing street patterns. Jack Taylor also did a conspicuous job both in street widths and patterns, and preserving and creating beauty. And many, most in fact, of their brethren followed suit.

Perhaps unconsciously these men were good community planners. Taylor and Fuller however both employed professional planners. In fact Taylor very largely followed land plans for Pasadena that Fuller's planner, Thomas J. Mehan of Philadelphia, had made almost a decade before Taylor bought the lands from the younger Fuller.

Compare, if you will, the St. Petersburg framework of highways and logical and orderly distribution of the principal residential and business areas with all the other towns in Pinellas County. As a stranger, perhaps, compare the ease of locating a particular address in St. Petersburg with a similar task in Clearwater or Largo or Tarpon Springs. That order is a prime reason that St. Petersburg is the Giant among Pinellas cities.

Going further afield, what other major city in Florida can compare with St. Petersburg in traffic circulation, a logical balance, an orderly framework for a city? None, of course, except Miami Beach and Coral Gables, and both these were one man creations, each man armed with vision and experience and a virgin area.

Giants yes: giants in vision, courage and performance. They wrote this chapter with their lives in the sand and brick and buildings of the City they did so much to mold and create.

Chapter XVIII

THE GENTLE CRUSADER

W. L. (William Lincoln) Straub more than any other man built beauty and tourist appeal into St. Petersburg and governmental effectiveness into Pinellas County. But he never subdivided a piece of land or built a building for profit or started a bank or owned a bulldozer. His only weapon was a pen.

Straub's two great life works were to persuade St. Petersburg to acquire for public use and ownership its magnificent waterfront and to gently lull the politicians of Hillsborough County to look the other way while the Florida Legislature chiseled the Pinellas Peninsula from the west flank of "Mother" Hillsborough. These two crusades oddly were climaxed with success at about the same time, 1911-12, and speeded St. Petersburg on its destiny of becoming one of the great tourist playgrounds of the nation.

This pen wielder rendered a dozen other services for his beloved city and equally adored Pass-a-Grille, enough in themselves to have qualified the doer for admission to anybody's "Who's Who" of St. Petersburg. Gentle, self-effacing, in his myriad writings and drawings, he never once blew even the gentlest toot on his own horn.

Straub was born July 14, 1867 at Dowagiac, Michigan, the son and only child of Henry and Mary (Woolsey) Straub. Finishing high school at 16 he went to that portion of Dakota Territory which eventually became North Dakota. At the age of 21 (1888) he bought and ran the Sargent County Rustler. Six years later he became part owner and editor of the Oakes Weekly Republican in North Dakota, and two years later managing editor of the Grand Forks Daily Herald, a position he held five years.

Poor health brought him to St. Petersburg for the winter of 1898-99 with great benefit. That summer he decided he had had enough of the rigors of North Dakota and moved permanently to this city. The owner of the St. Petersburg Weekly Times, J. Ira Gore having recently died, he and A. P. Avery and A. H. Lindell in April, 1901 bought the paper from the widow,

and Straub became editor. In 1903 he bought out his partners — the paper wasn't making money — and owned and operated it by himself until 1912 when he sold controlling interest to Paul Poynter and Charles C. Carr, both of Indiana. He was appointed postmaster in 1916 by President Woodrow Wilson to be replaced by Roy S. Hanna in 1922 when Warren G. Harding, a Republican, became President. There being no civil service nationally at that time, the Jacksonian philosophy of the spoils going to the victor still prevailed.

His term as postmaster ended by the political spoils system of the day, Straub returned to the Times as editor-in-chief, largely an honorary post, which he held until his death April 10, 1939.

Straub hardly had become editor of the Weekly Times in 1901 before he started his twin crusades, which he pursued relentlessly until both were climaxed by fulfillment eleven years later.

First, let us start back a number of years and then look at the controversies of more than a decade that swirled around the waterfront, principally involving the building of piers to serve steamboat traffic — one of them designed to connect oceangoing ships with the Orange Belt Railroad. (Later, of course, the A.C.L.R.R., when Plant eventually consolidated all the lines into one.)

The objective of all the pier builders was to provide this new and growing community with a port. Eventually, Bayboro Harbor did become a port. Straub's role was to urge, and eventually influence, the creation of a port by the City of St. Petersburg, rather than by private enterprise.

But first, back to 1888 when John C. Williams, who then was preparing plats of the city, was paying little attention to the waterfront. At that time Big Bayou was a natural port which seemed, to Williams, sufficient for the fledgling community. Only shallow flats, with no semblance of deep water, stretched more than 1,000 feet in front of what is now St. Petersburg's Downtown. Apparently with no consideration for the

possible future development of this shallow waterfront, Williams divided this area into 12 water lots, each a block wide, numbered one to 12, beginning at Fifth Avenue North and extending to Seventh Avenue South. This was in 1888 and 1889.

First maritime activity was creation of the long Railroad Pier in 1889 extending some 3,000 feet from First Avenue South into Tampa Bay. The Orange Belt Railroad built a bathing pavilion on it 1,000 feet from shore, it being necessary to go that far to find swimming and bathing depth water, so shallow was the Bay.

Pier and Problems

Relentless monopoly and cut-throat competition were the natural orders of that day. The railroad, having the only deep water facilities for big boats, took full advantage of the situation, particularly after H. B. Plant took over the railroad. Soon after the pier was finished, only steamers owned or affiliated with the railroad were allowed to dock there.

Plant not only had no love for St. Petersburg but an active hatred for it. As a companion piece to his great Tampa Bay Hotel in Tampa (now principal building of the University of Tampa), he planned a similar one for St. Petersburg, but he was rebuffed by local property owners from whom he sought price concessions for a hotel site, settled for Belleair near Clearwater and made no bones thereafter that St. Petersburg need seek no favors from him.

Which makes this as good a point as any to tell the famous story of exchange of telegrams between Plant and Henry Flagler, builder of the Florida East Coast Railroad. Plant and Flagler became engaged in a bitter rate war for both freight and passengers, particularly passengers, because both contemplated building chains of great tourist hotels. Flagler wired Plant, therefore, that he considered the rate war needlessly damaging to them both, suggested a meeting to make a truce. Plant wired back he was agreeable and where should they meet? Flagler replied, suggesting Palm Beach. Plant answered with a query, "Where is Palm Beach?" The stinging answer: "Go to Jacksonville and follow the crowd."

The meeting never took place. This writer's uncle, a bank president at Milwaukee, vouched for this story, saying he was at the time of exchange of telegrams a house guest of Flagler's at Palm Beach. Morton Plant, son of H. B., also vouched to this writer for the authenticity of the tale.

A narrow and shallow channel, extending almost to shore, existed alongside the north side of the Railroad Pier and a number of small freight boats used this channel until stopped by the railroad in 1895.

The first steamer to use the pier, with railroad sanction, was the Mary Disston, owned by Hamilton Disston, whose bemusement with ships rather than railroads, caused him to miss immortality in Florida history alongside Plant and Flagler. This small steamer had first operated between Cedar Key and Tarpon Springs for Disston, but the St. Petersburg Railroad

Pier made a freight distribution and passenger trade on Tampa Bay more profitable.

Incidentally, Ed Donaldson, the St. Petersburg Negro, who when he died in 1968 was the oldest native born citizen living in St. Petersburg (some records say he was born in 1873, others 1877. John Murphy was born in Anona on August 6, 1876 but has lived most of his life in St. Petersburg. Ed did not know his birth year, for sure. At any rate his first construction job, he having just reached manhood in 1889, was straw boss on the pier construction job.

When Plant cut off independent boat operators from his railroad pier D. F. S. Brantley, seafaring member of a distinguished American pioneer family dating back to approximately 1650, built a 1,500 foot pier a shade south of Second Avenue North which reached water of seven foot depth. He gave Plant a real battle. He laid wood tracks, operated a horse-drawn car (old-timers say at times he used mules) to move ship-to-shore passengers and freight. Brantley also sired Ed F. (Fitzroy) Brantley, who became in his own right one of the city's most versatile citizens, distinguishing himself in five fields; navigation, real estate, politics, petroleum products, public relations. In fact a sixth, when on September 19, 1956 he married Alice Singer, an American harpist who won unprecedented international honors.

Originally from North Carolina the Brantley's came to the Oklawaha area in 1843, engaged in shipping and boat building. D. F. S. Brantley came to St. Petersburg in 1893, first lived temporarily in a shack at Bay Shore Drive and First Avenue North, where Ed Brantley was born August 15, 1893. The son became an ocean-wide ship master, also won pilot license for Florida inland waters from Pinellas to Key West. Entering the filling station business here he sold a chain of a dozen or more stations for a comfortable fortune, became a councilman in 1953, after six years was elected mayor and served for the fiscal years 1959-61. He then became a successful real estate broker, organized a public relations firm, Russell, Clarke and Brantley, presently principally manages his own various commercial and professional building properties. His mother, Lula Dye, a native of Jacksonville arrived here in the schooner Asa G. Lowe via Cedar Key and Anona (Yellow Bluff). Brantley has two sisters, Belle Carrie and Celestine. The St. Petersburg homestead at the northeast corner of Central and Second still stands. It once was the Bradshaw Drug Store, a favorite rendezvous for the younger set.

The waterfront Fight became violent in 1901 when George L. King, who operated the first lumber mill in St. Petersburg, built a third pier at the foot of Central Avenue and attempted to deepen the channel alongside the pier so he and Captain J. F. Chase could dock the Anthea, a 70-foot steamer they owned, drawing only four feet of water. July 16, 1901 the A.C.L. halted King's channel work. Citizens gathered in an angry mass meeting because of the act.

This embarked the City toward building its own

port facilities. Dec. 7, 1901, the City employed B. E. Coe, on a bid of \$2,250, to dig a channel at First Avenue North. U.S. Army Engineers stopped this temporarily because the City had failed to get a dredge permit from the government. The city backtracked and got a permit Feb. 2, 1902, and Coe resumed his channel work.

The Coe Channel was six feet deep and took the shape of a "T," the top of the "T" running parallel to shore so as to serve the King Pier at Central, the A. Welton pier at First Avenue North and the Brantley Pier. St. Petersburg was in business for ships, it had a "Port." The Welton family had just arrived; later became big factors in merchandising, particularly in tobaccos and lumber mill work.

Things moved fast then. F. A. Davis bought the Anthea for his town building efforts at Gulfport, sailing it from there to the Gulf Beaches. King bought the Gertrude Dudley, a 100-foot ship, it docked first at Brantley's, then used the Coe Channel to his own pier.

In 1905 F. A. Davis moved into the St. Petersburg situation by buying the Brantley Pier and of course substituting his name for the old name of Brantley. This he tore down in 1906 and built a wider pier — 16 feet wide and 3,000 feet long. He ran his first streetcar line out to its end to meet the boats, which made it very tough for the other pioneer boat lines.

In 1908 and 1909 the waterfront between Second Avenue North and First Avenue South was the scene of a fierce struggle between these courageous, hard working free enterprisers.

Public Waterfront

But since 1901 Bill Straub quietly, insistently had been preaching public ownership of the waterfront and, by July 2, 1902, had won enough converts to induce the Chamber of Commerce to adopt a resolution avowing that the waterfront from Second Avenue North to Fifth Avenue North should be a public park. They did not feel either strong enough or even inclined to challenge the free-enterprisers operating at, and south of, Second Avenue North.

In 1903, Straub induced U.S. Rep. Sparkman, of Tampa, to get a U.S. Army Engineer report on the feasibility of a city-owned port, hoping for Federal aid. The report was unfavorable. Tampa opposition quietly was exerted to that end. This was quite natural, shipping being vital to that port.

Oddly, in the 1965-69 movement by Manatee County to establish a port on the east shore of Tampa Bay, that County and Tampa were engaged in a duel very similar to the one between St. Petersburg and Tampa interests more than a half century earlier. Again Tampa sought to block the Manatee Port by opposing a U.S. Army Engineer permit to dig a channel to the proposed port. A new weapon of opposition now, is the ICC, and Tampa used that seeking to block permission to the A.C.L. and the S.A.L., to extend their rails to the new port.

The Manatee Port advocates have been as persistent as Straub, have so far overcome every obstacle,

are digging away at a new deep channel to their site near Terra Ceia and some 15 miles nearer the Gulf than Tampa. The rules of commercial warfare have been more clearly engraved in the law books but there has been no notable change in human nature. The weapons are less deadly but the warfare is just as bitter as it ever was in the past.

Straub in his "History of Pinellas County," written in 1929, tells the story best. The reader is urged to note that despite the fact that this crusade was perhaps the most compelling one in the entire newspaper career of Straub, and despite the fact that his unceasing work and management in all civic and governmental and editorial endeavors were centered on his passion for public ownership of the entire St. Petersburg waterfront, when he later wrote the record for history in the 1929 book, a reader of that history would never know from a word Straub wrote that his was the mastermind and the driving force in these events. On the contrary, his written account would make it seem that Straub was just one of the boys going along with the crowd.

The following account mentions his name but once and then casually as a member of a committee:

"In fact he encouraged others to be chairman and in the headlines. To clear the downtown piers and waterfronts of freight he tried to promote C. A. Harvey's Bayboro Investment Company for the purpose, but the project met with opposition from those who did not want their Tampa freight handled so far away. As the whole waterfront took form, however, Bayboro became more and more the logical location; and gradually the present plan was evolved of confining all water commerce to Bayboro, and devoting all the rest of the waterfront to park and recreation purposes.

"Representative Sparkman worked hard to secure a government appropriation for the Bayboro project. Representatives were sent by the government to look over the field and local men were sent to Washington, but all without results until the spring of 1912, when an appropriation of \$38,000 was included for this work in the Rivers and Harbors bill.

"On May 24, 1913, plans for Bayboro Harbor, which had been drawn by Henry C. Long, of Boston, were approved by the Secretary of War. On October 7 the city commission called an election for a bond issue which included items of \$43,500 for the waterfront and \$41,850 for Bayboro. A. C. Pheil was awarded the contract to carry out the city's part of the dredging in May, 1914, and the work was completed by the government in December. The required pier was completed in 1922 and the present trolley connection in 1923.

Waterfront Park was then created, the

outer line of which paralleled Beach Drive and First Street South at a distance of 500 feet, and the intervening space was filled except where yacht basins were planned.

"A seawall now extends the entire length of the city, and Waterfront Park has been developed and beautified from Fifth Avenue North to Seventh Avenue South, with recreation courts, a baseball field and a flying field included. Three yacht basins provide ample protection and facilities for small craft, while the Port of St. Petersburg, at the extension of Seventh Avenue South, though as yet small, offers excellent harbor for sea-going vessels. The Port was opened in March, 1926. It has a depth of nineteen feet in the channel and twenty-one feet in the turning basin.

"That the harbor of St. Petersburg is now fully recognized as one of importance by the United States government is shown in the fact that it was selected for the establishment in October, 1927, of Coast Guard Base No. 21, one of the largest bases yet established.

"An outstanding result of the waterfront program was that a pier begun out from Second Avenue North in 1913 as a freight pier was completed as a recreation pier; was followed by the establishment of the Spa at its base; and the loss of this pier by storm in 1921, the replacement of its successor, and later with St. Petersburg's famous "Million Dollar Recreation Pier," which was opened with a great celebration on November 11, 1926."

The battle won, the idea indelibly written into the public mind, the story automatically finished itself. First C. Perry Snell on the North side, then Judge J. M. Lassing, gave free vast stretches of waterfront and today only the A.C.L. pier and the Vinoy Hotel and a small piece north of it are not in public ownership.

Belatedly, on March 7, 1939 the St. Petersburg Planning Board and the City Council got around to naming a portion of the magnificent city waterfront "Straub Park." Because this part of the waterfront is merely a well landscaped part of the waterfront, no stadium or museum or auditorium with their frequent meetings causes the name "Straub Park" to appear in the press the case, for instance, with Lang Field. Few citizens in present day St. Petersburg realize the dominant, nay the leading part, Straub played in waterfront acquisition.

Nor is Straub properly remembered for his leadership in the creation of Pinellas County. He talked and wrote county division from his first days as editor of The Times, finally steamed up his drive in 1907 after the waterfront fight was well on the way to victory.

County Division Fight

Straub started his campaign for county division with a long factual analysis of the facts as to taxation,

roads, isolation of the Peninsula and the political facts of life. There was, of course, the certainty that the dominant City of Tampa would oppose county division. This touchy subject Straub handled with deft diplomacy. His study furthermore showed that actually, under division, St. Petersburg would get better government at less cost.

A summary of the factual statement and his account of the involved and exciting political maneuvers that resulted in the formation of this county on May 29, 1911 as recorded in Straub's "Pinellas County History" best tells the story. The reader can, at the same time, note that this tale vividly illustrates the political handicap Pinellas and all of heavily populated and rapidly growing South Florida suffered under the 1885 constitution because of under representation in the Florida Legislature due to refusal of the small counties of North Florida to properly reapportion, an ill that has just been removed by reapportionment. The 1967 legislature was the first since the creation of Pinellas County that its people had a chance for a proper voice and power in legislation, a proper handling of its problem.

Brakes on progress in Pinellas existed because of under representation in the legislature in 1965 just as they did in 1909 and 1911. But those days are hopefully past. Because of various new situations and problems developing in 1967 advantages to Pinellas and other populous urban counties are not yet clear. There were pressing financial matters; the actual emergence of two party politics and government. The school crises; adjusting to huge, new legislative delegations. But obviously a new day is dawning.

But back to the 1910 primary. With looming county division, Hillsboro pro's induced D. C. McMullen, a native Pinellian but now a power in Hillsboro, to stand for the Senate. He was elected but prohibition was a flaming issue in Florida politics then, and McMullen was — and is today — one of the state's outstanding prohibition leaders. He was to be opposed by Robert McNamee, another prominent Tampa lawyer, once of St. Petersburg, and a leading wet. Having a big fight ahead of him in Tampa as a prohibitionist, McMullen told his Pinellas friends that he would not carry the additional handicap in Tampa of county division, and that the issue must not be injected into the 1908 campaign nor any county division bill proposed in the legislative session of 1909 — as he would hold over the session of 1911 it could come up then.

All this could not be made public; and therefore, when John S. Taylor, of Largo, a county division leader, as a candidate for the House announced that there would be no Pinellas County bill in the legislature of 1909, there was a great uproar in Pinellas, and even charges of treason. A straight-out division legislative ticket, with F. A. Wood, of St. Petersburg, as its head, was put in the field, and a very fierce contest ensued. Wood swept St. Petersburg but was a poor third in the county, and McMullen and McNamee ran

it off in a second primary — which was the method then — and Pinellas swinging heavily to its own native son, McMullen, elected him.

So determined were the "secessionists" by this time that a mass meeting of them decided to try the 1909 legislature, anyway; and the bill was sent there again, and Representative Taylor refusing to introduce it, an East Coast friend performed that office, Taylor silently letting it pass. But Senator McMullen observed the understanding under which he was elected, and killed it.

The third and final campaign was long and heavy and somewhat spectacular. The Tampa political managers in the 1910 campaign succeeded in defeating Representative John S. Taylor, division leader, and electing Hugh Somerville, of Dunedin, a staunch anti-divisionist; which coup was supposed to have scotched the movement for good and all. But it did not, and a convention was held at Clearwater, and resolutions were adopted, and committees were appointed. John S. Taylor and S. D. Harris were put in command at Tallahassee, with everybody else staying home and supplying the moral and other necessary support. But it proved that the war had been about the same as already won by a quiet move of which the public knew nothing at the time. Immediately following the June primaries in 1910, which determined the legislature for 1911, The St. Petersburg Times obtained permission to put the entire membership on its mailing list, so that when the bill reached that body all the members had been reading the county division controversy between the St. Petersburg paper and the Tampa newspapers for nearly a year. Tampa cohorts, pouring into Tallahassee, found themselves up against a too solid wall of understanding of the issue on the part of the legislators.

A glance at a statement in The St. Petersburg Times during that year finds some comparisons that are interesting and informative. Pinellas would be the 48th county and as to size it would be No. 48, with 205 square miles, the others tapering all the way down from Lee, with 4,641 square miles. But notwithstanding its tiny area, Pinellas would be 23rd in population, with Duval leading with 75,163. And as to property valuation it would be the 12th, \$3,800,236, Duval leading with \$20,278,733.

The bill was passed by the House over the objecting vote of one anti-division Hillsborough representative supported by a gentleman's agreement to look after Pinellas peninsula interests. It was permitted by McMullen to pass the Senate, and was signed by Albert Gilchrist May 23, 1911.

A Bizarre Story

Passage through the Legislature of the law creating Pinellas County, as revealed by the Journal for the House, was bizarre in the extreme.

The record also reflects the slow, torturous course of a bill through the Legislature when it is a controversial bill with opposition. Local bills, on the contrary,

that is, bills applying to one county only and having no bearing on state policy or involving the expenditure of funds from General Revenue, flash through in an eye twinkle, if the right member of a county delegation does the twinkling, and there is no opposition.

It took nearly the whole 1911 session to worm this division bill through. (A proposed law is called a bill while en route to passage, an act after it has passed.)

Early in the session, on Page 350 of the House Journal, the following appears:

"By Mr. Butler of Palm Beach.

"House Bill No. 247.

"A Bill to be entitled An Act providing for the creation of Pinellas County in the State of Florida, and for the organization and government thereof.

"Which was read for the first time by its title and referred to the Committee on County Organization."

The history of the bill continues a hefty 415 pages later when an effort was made to kill it and another successful move made to amend it, the amendment being vital and significant, in that the boundaries of the proposed county were at first very tightly and unfavorably drawn.

The record from the pages of the Journal follows:
SPECIAL ORDER

The time having arrived for the consideration of —

House Bill No. 247:

A Bill to be entitled An Act providing for the creation of Pinellas County in the State of Florida and for the organization and government thereof.

Was taken up and read a second time in full.

Mr. Tomlin moved that House Bill No. 247 be indefinitely postponed.

Mr. Butler (Palm Beach) offered the following amendment to House Bill No. 247:

Strike out all of Section 1 and insert in lieu thereof the following:

Section 1. That the County of Pinellas be and the same is hereby created and established. Such county shall compose and include all that territory of the County of Hillsborough as heretofore existing described as follows:

Commencing on the Gulf of Mexico at the line dividing Townships Twenty-six (26) and Twenty-seven (27) South, thence running east along said line to the northeast corner of Section One (1) in Township Twenty-seven (27) South, Range Sixteen (16) East. Thence south to the shore of Old Tampa and Tampa Bay to a point in Tampa Bay due east of the south shore of Mullet Key, thence from said point in Tampa Bay, due west to the Gulf of

Mexico, thence northward along the coast to the point of the beginning.

Mr. Butler moved the adoption of the amendment.

Which was agreed to.

The question recurred upon the motion to indefinitely postpone House Bill No. 247, a roll call being ordered the vote was:

Yeas — Mr. Speaker, Messrs. Angle, Blanton, Brown (DeSoto), Dougherty, Ellis, Floyd, Fortner, Harper, Hendry, Igou, Knight, Lake, MacWilliams, McClellan (Jefferson), McLeod, Middleton, Reaves, Somerville, Stringer, Tomlin, Wall, Warren, Watson, West, Winthrop — 26.

Nays — Messrs. Acres, Brown (Columbia), Bullock, Butler (Palm Beach), Causseaux, Chase, Colson, Combs, Borman, Fee, Goldstein, Cornto, Gray, Hanson, High, Jennings (Hamilton), Lamb, Leslie, Littell, McClellan (Calhoun), McKenzie (Putnam), McKenzie (Washington), Millinor, Ogilvie, Reddick, Rivers, Rogers, Scofield, Sheppard, Singletary, Smith, Stewart, Summers, Terrell, Tidwell, Wilson — 36.

So the motion to indefinitely postpone did not prevail.

After other tedious but necessary parliamentary moves, motions, roll calls, the bill finally passed on second reading. The vote to indefinitely postpone, which would have killed the bill, was the crucial one.

And House Bill No. 247 was ordered referred to the Committee on Engrossed Bills.

The careful and important Engrossing of a bill, checking and double checking against any clerical errors en route to passage, having been accomplished, it came back to the record on Page 961 as follows:

"By permission, Mr. Gray, Chairman of the Committee on Engrossed Bills, submitted the following report:

House of Representatives,
Tallahassee, Fla., May 4, 1911.

Hon. T. A. Jennings,
Speaker of the House of Representatives.
Sir:

Your Committee on Engrossed Bills, to whom was referred —

House Bill No. 247.

A Bill to be entitled An Act providing for the creation of Pinellas County in the State of Florida, and for the organization and government thereof.

Begs to report that, having carefully examined the said bill, finds it correctly

engrossed, and respectfully returns it herewith.

Very respectfully,

R. A. GRAY,

Chairman of Committee.

House Bill No. 247, contained in the above report, was placed on the Calendar of Bills on Third Reading."

(Editorial comment: It is fascinating to this writer that this report reflects a keen interest in passage of the bill by the chairman of the Engrossing Committee, but a most particular point is that chairman, R. A. Gray, eventually thereafter became Secretary of State, served longer than any other Secretary of State, and was but recently replaced by the present Secretary, Tom Adams.

Mr. Gray served under appointment from Governor Carlton from April 12, 1930 to 1958. He was reelected nine times, only once with opposition. He was a great Gentleman, a fine public servant and a firm States Rights Floridian. This writer is the proud owner of an autographed copy of "Captain Bob's" modest autobiography. He was four years Executive Secretary for Governor Park Trammell, living in the Governor's Mansion as neither the Grays nor the Trammells had any children. In addition to almost 50 years of public service, Gray served in World War I, was a long-time officer in the National Guard, taught school, and ran a newspaper.)

A few days later (Recorded on Page 988) came the crucial third reading and the final vote. Not a squeaker but uncomfortably close, the bill passed 28 to 18. There were many pairs and many members just plain ducked an uncomfortable decision by walking out of the chamber before the roll call. In that comparatively dim day there was no sudden decision electronic roll call board to vote, one which each member merely pushes a button on his desk (the rules say the member must be sitting at his desk) and there was plenty of time to run and duck.

Page 1577 reports that the bill had been enrolled, which meant it had been again carefully copied on special sized, special printed and numbered sheets, ready for the signature of the governor. And sure enough on May 23, 1911 Florida's bachelor Governor, Albert W. Gilchrist, signed the act into law.

This writer had an amazing if unimportant experience with Mr. Gilchrist, who at one time was a land surveyor. In 1917 the Florida Masonic Order was considering the buying for an orphanage what is now the Masonic Home at the north end of Coffee Pot. The writer and his father were then operating the building which had started as a girls' school, as the Southland Hotel. Mr. Gilchrist was being escorted to the building "for an inspection," he being chairman of a purchasing committee. At the intersection of Fortieth Avenue and First Street North, he suddenly ordered the car stopped, hustled out of the car, beckoned for this writer to follow him. The vigorous old man walked to a clump of scrub palmettoes, scrambled

around on the ground for a minute or two, stood up, pointed at the ground and said: "Young man, you see that stake? Well, I cut that stake and drove it in there in the winter of 1889."

Quite a memory!

With division a fact, the tumult started. Clearwater and upper Pinellas were extremely lukewarm about "Division." There were long and pleasant economic, social and political ties between Clearwater and Tampa. There were practically none between Clearwater and St. Petersburg. In fact in 1911 there was no serviceable road between the two places. Until 1917 most people from St. Petersburg with Clearwater business made the trip by train, taking most of the day for even the simplest of chores.

Straub had prevented outright revolt by patiently and wisely persuading most of the St. Petersburg leaders to agree with Clearwater leaders that for 20 years the county seat would be at Clearwater, and that three of five county commissioners would be from North Pinellas. Noel A. Mitchell was a noisy and vigorous hold-out. He offered the county for free a whole block for a county building site at 45th Street and First Avenue North, in a subdivision he optimistically called Mitchell's Courthouse Subdivision.

Upcounty leaders were suspicious, distrustful of even Straub, and upon division becoming effective after a referendum in November, 1911, a handful of patriotic but fearful men working 24 hours a day, slapped together a makeshift county building. The act provided that the Governor would name the first county officials and this list had carefully been agreed upon, but even this did not lull fears and the appointees hastily moved into the makeshift "courthouse."

As a matter of fact bad blood between "up and down" county ran hot and bitter for nigh on to half a century, and there are still traces of the old bitterness. A master stroke which has apparently finally obliterated the last of the old scars was the 1966 broadening of the St. Petersburg Committee of 100 to become the Pinellas County Committee of 100. As has been previously related the up county-down county bitterness had its genesis in the fratricidal days of the Civil War.

There is one more footnote to the division story.

This writer had long been aware that Tampa leaders, in tacitly agreeing to the severance had carefully seen to it that the description of the boundary of the new county ran right at water's edge around the tip of the peninsula and the south shore of Mullet Key (Fort De Soto Park), and with equal care left Egmont (Fort Dade) within the borders of Hillsborough County. That county in the formation of both Manatee and Pinellas saw to it that practically all the waters of Tampa Bay remained with Hillsborough. This was to protect the vital big ship channel to the Port of Tampa. Egmont Key, Federally owned, has for well over a hundred years been within Hillsborough County, yielded not a cent in revenue, in fact isn't

even on the Hillsborough tax rolls. This writer had great difficulty when employed several years ago to appraise this island (secretly) for a branch of the Federal Government, to find the amount of the acreage, a reliable survey of its shores. An amusing by-product of their keeping the bay in Hillsborough is the awkward necessity of the Hillsborough Sheriff's office having to handle accidents and deaths occurring on the Skyway.

The significance of the skin tight line around Mullet was to carefully see that the Quarantine Station, located at the end of a long pier projecting into the bay from the shores of Mullet, remained in Hillsborough County.

The port and recreational possibilities of Mullet Key had for almost a lifetime fascinated this writer, so upon being elected House member of the 1937 legislature, determined to try to get a practical and usable band of water south of Mullet within the borders of Pinellas County. He therefore began an assiduous courtship of Ray Sheldon and Seth Dekle, Hillsborough House members, and Senator Henry C. Tillman, of Hillsborough. The Senator was the son of famed "Pitchfork Ben" Tillman, United States Senator from South Carolina. The friendship with Ray Sheldon and his fiery, knowledgeable and charming wife has continued warm and close to this good day.

The legislative effort was successful, the Hillsborough delegation let the bill slide through giving Pinellas widened bands of water off its south end. Forces in Hillsborough were still uneasy because thereby the Quarantine station was now within Pinellas and pulled the Washington wires they are so skilful in manipulating to the end that the Quarantine station was moved from Mullet Key to Gadsden Point, even though the Station had long since, under current health knowledge and practice, lost any significance. But Tampa memories went back to the terror-filled days when periodic deadly yellow fever epidemics swept Tampa.

Straub rendered many another great service for his community. He was a better than passable cartoonist and artist, and cartoons were a vital weapon in his campaigns for a publicly owned waterfront and for county division. His painting of the waterfront, in which the Bay Steamers were a conspicuous part, is both a very creditable artistic work and a valuable historical document.

Activity in acquiring and using lands for parks was a matter of course for Straub. Twice he revived a dead or dying Chamber of Commerce, largely to further waterfront acquisition. He was president of that body in 1913. When the Carnegie Foundation routinely offered St. Petersburg a minuscule grant for a public library he vigorously moved to get the sum greatly increased, got a creditable library for the city located at Fifth Street and Third Avenue North, which served the city well until the present magnificent structure was secured at 3745 Ninth Avenue North through efforts of Tom Drier and the Friends of the Library. The

original structure still serves thousands of downtown citizens.

Almost singlehanded he formed a Pinellas County Board of Trade, which although short lived, sought to heal the friction and damage in county effectiveness caused by division from Hillsborough. He inspired the creation of the city's first Planning Board, served as its first president. He was a charter member of the St. Petersburg Rotary and Yacht Club.

But aside from his family and the Times, Pass-a-Grille was his great love. A skilled and passionate tarpon fisherman, despite the handicap of a withered leg, his happiest hours and days were spent at "Loafers Lodge" on the Bayshore side of Pass-a-Grille. This writer can well remember when he was an employee of the Times Newsroom in 1917 and 1918 the powerful "Pass-a-Grille fever" that seized Mr. Straub each Friday afternoon. Each staff member was acutely aware that it was near folly if not treason to bring up anything for important discussion or decision on Friday afternoon. Each well knew that Bill Straub little cared how the world went from then until not too early Monday morning.

This writer is happy and proud to remember that he was a welcome guest at Loafers Lodge. And friendships made in those rich days still hold as to the sole survivor of the family, a daughter, Blanche, wife of Jay Starkey, erstwhile cowboy, cattleman, County Tax Collector and now banker, elder statesman of the Democratic Party, and in private conversation rich raconteur of cowboy and pioneer days. It's just too bad that Jay's mother, dutifully returned to St. Cloud, Minnesota, so that her child could be born at "home,"

because no greater or more loyal Florida Cracker ever was born than Jay Starkey.

Evaluation and description of William Lincoln Straub is difficult indeed. He was both patient and determined, wise but colloquial, skilled but unobtrusive in political and civic maneuvering. Outstanding in the fact that he had no drop of bitterness, envy or avarice in his being. He fought for issues, not against people. This writer never heard him utter, never read a word of personal criticism by him of a human being.

But strangely, Straub had many bitter enemies. In retrospect this writer now realizes they were driven to despair and rage at his logical, relentless, calm drive for his objectives. If this is not too involved to follow, it would seem they raged because they had no plausible or destructive criticism that would make their range effective in rebuttal or opposition. One can guess that Straub's patient, quiet smile could indeed create baffled rage in a person strongly differing with the man.

The paramount reasons for his success as a crusader were that he was selfless, farsighted; that he stood tall with his head in the clouds but with his two feet securely on the ground. He was a great man.

Nov. 21, 1891 Straub married Sarah A. Moore, of Dowagiac, Mich. Mrs. Straub was a motherly, friendly woman, with the divine patience a newspaperman's wife needs for happy survival. Their only child was Blanche Moore Straub. He died April 10, 1939 and Mrs. Straub died June 3, 1939. Both are buried in Royal Palm Cemetery. Sarah survived William 54 days. This writer believes unshakably that Sarah left this world solely because it was empty and meaningless to her with William no longer in it.

Chapter XIX

BABY BOOM

A town with 7,186 people and 22,500 residential and business lots? A town spread out over ten square miles with 40 square miles of suburban area? A humbly prosperous town with nary a factory and no industrial payrolls? A streetcar line 8 miles long and two permanent year round residents at the far end of it?

Crazy? Yes. Impossible? No.

Ever run into a hurricane? Exciting, but dangerous.

Ever run into a land boom? Exciting, but disastrous.

Try this one.

National economic conditions being normal and wealth and population expanding, a boom of greater or less proportions was an inevitable end result of the series of favorable events that happened in quick succession in and to the placid little village facing Tampa Bay on the beautiful Pinellas Peninsula. And sure enough the boom happened. And like all booms it crept up unawares. For a boom slips up on a person like a series of slowly sipped dry martinis do on an inexperienced drinker. Nothing unpleasant happens to warn either until suddenly there is an explosion and one is in the poor house and the other in the gutter or the jailhouse.

One cannot say exactly when this boom began — called in the early days the Nineteen-Eleven boom — but its end can be pinpointed exactly. That end was the day in June, 1914 when a bomb in Sarajevo, Serbia, killed the Hapsburg heirs to the Austrian throne and signaled World War I, which was to destroy the semifeudal era of kings and emperors and tsars, and start a reborn Europe on the road to modern democracy and industrialism. Strange that it would end a baby boom in lots in far off Florida, but it did.

Men shaped the events that triggered the boom. First F. A. Davis called the world's attention to St. Petersburg and Pinellas County. He installed electricity and started streetcars running. He made the Gulf islands and various points on Tampa Bay easily

reachable by boat. He started subdivisions.

Then came H. Walter Fuller to pick up the pieces of the shattered Davis empire. Came C. Perry Snell, who devoted the rest of his life expanding St. Petersburg northward along the shores of Tampa Bay to create the city's premier residential area. And C. A. Harvey pushed South to create Bayboro Harbor and subdivisions surrounding it. Straub made dreams of a publicly owned waterfront come true and prodded people to beautify and enjoy it. And fought to create Pinellas County so a logical coherent area devoted to tourism and winter homes and recreation, could grow faster than mother Hillsborough, with its eye on commercial development and ships and ports, would sanction. Roser added beauty and dignity in homes on Booker Creek.

H. Walter Fuller more than any other was the architect of the 1911 boom. Hardly had he enlisted fresh Philadelphia money to patch the Davis enterprises together than he began to make a grand new plan. And that plan was to extend the city of St. Petersburg to Boca Ciega Bay, run his streetcar line out there, build a great new street, and open up a vast new territory to manufacture lots for sale to people who eventually would build homes there. For the modern concept of an organization acquiring a tract of land and doing everything to it needful to end up with neat rows of finished houses, landscaped yards, with smiling salesmen standing at the open door of a finished house, extending a contract for deed with one hand and a key with the other had not yet been born. That was for another generation and another age to emerge after a number of economic revolutions as yet undreamed of.

Now, The Details

Central Avenue was platted 100 feet wide by Williams, but stopped between Sixth and Seventh Streets. Ward and Baum platted to Ninth Street but made Central but 50 feet wide and it was thus until 1909, when pressure by A. C. Pheil and Fuller resulted



Yacht Club just completed at foot of Central Avenue. Looking east across Central Yacht Basin is airplane hanger occupied by Jack McGee.

in the City buying an additional 50 feet for \$8,000.

This writer, in 1907 on one of his first visits to St. Petersburg, well remembers his surprise on finding a barbed wire fence across Central between Sixth and Seventh with stiles over the fence at each sidewalk so pedestrians could pass. The fence was the result of a wrangle between the adjoining owners. Vehicles could not pass. But Central dead-ended at Ninth Street. Baum Avenue ran west 50 feet wide, starting 40 feet north of the Central of today and another street paralleled the railroad tracks on First Avenue South. From Ninth to 16th Street, in the bed of what is now Central Avenue, were a mass of small cottages occupied by Negroes.

Fuller formed the Central Land & Title Co. to acquire the necessary land between Ninth and 16th for a 100-foot extension of Central, planning to recoup the cost by the resale of new business lots facing on the new Central Avenue. But others were forehanded too. A. (for Abe) C. Pheil had acquired three lots smack in the way on the west side of Ninth Street. Fuller and associates bought the three lots, which Pheil had bought for \$900, for \$25,000 and eventually deeded all but 17 feet of them to the public for a street — Central Avenue. The entire balance between Ninth and 16th Street was acquired for less than \$200,000.

As this acquisition went on, the Fuller group was seeking to buy all the land from 16th Street to Boca Ciega Bay, at least a half mile wide on each side of Central. Most of it was bought at \$5 an acre or less. The largest tract, some 3,000 acres, was bought from the Hamilton Disston estate at \$5 an acre. To acquire one tract, Fuller had to buy 15,000 acres from W. W. Whitehurst, although some 11,000 acres lay in the area on Tampa Bay roughly from 38th Avenue North

almost to the present St. Petersburg-Clearwater International Airport. Whitehurst had engaged in vast lumbering and turpentine operations, had drained the trees of turpentine and turned the trunks into lumber. Like the typical lumberman of that day, Whitehurst couldn't see the land for the trees. He paid Whitehurst \$2 an acre.

One prize tract on Boca Ciega Bay north of Fifth Avenue North, had been the homestead of John Levique (Levick, Levic) who had lost it on a \$67 grocery bill to Henderson & Miller, famed wholesale grocers of Tampa. Fuller paid \$2,500 for approximately 160 acres. Large waterfront lots, of about an acre carved from this tract, now command upwards of \$15,000 each, say \$2,500,000 roughly, not figuring houses.

Fuller's City Plan

Having acquired the land, Fuller found city authorities at first unwilling to go along with his plans. He proposed taking in a strip a mile wide between Fifth Avenue North and Seventh Avenue South, from Ninth Street to the Bay, an area of approximately 5.5 square miles. The thought stunned the authorities. The existing limits encompassed approximately a one square mile area. The result would be a giant letter T, the "head" downtown on Tampa Bay, the "stem" one mile wide, six miles long to Boca Ciega Bay and another mile and a half to the Jungle Prado.

Starting at Tampa Bay, the city limits ran west on Fifth Avenue North to a point midway between Sixth and Seventh Streets, then south to First Avenue South, west to Twelfth Street, south to Seventh Avenue South, then east to Tampa Bay.

Make the city six times larger than that? Unthinkable! The city and its voters had been torn asun-

der with fights over street paving for five years already. In 1905 a bond issue of \$10,000 was voted to add brick paving on Central between Second and Fifth, to First Street and Sixth Street, and from Central to First Avenue South on Second and Third Streets to give access to the ACL station, the debarking point for the golden stream of tourists. Other vital connecting streets, including Ninth were to be paved with rock or marl.

Squabbles over this program as to exactly which streets and avenues would be paved delayed letting the contract until Jan. 24, 1906. H. Walter Fuller had been low bidder, gotten the contract, his first activity in St. Petersburg. As a matter of fact, another squabble developed between "downtown" and Ward & Baum and the paving on Central between Sixth and Ninth wasn't finished until 1909.

But the Boomers pressed hard and the town began to yield. Only July 19, 1909, \$67,500 more was secured from a \$100,000 bond issue for streets (the rest went for utility extensions) and June 13, 1911 an additional \$35,000. These sums mostly were spent on the north side because that was where most of the power group lived.

But pave a street with brick 36 feet wide 6 miles to Boca Ciega Bay and then another 1.5 miles? Man, that would cost a million dollars. There ain't that much money. No sir! That would be 15 miles of brick

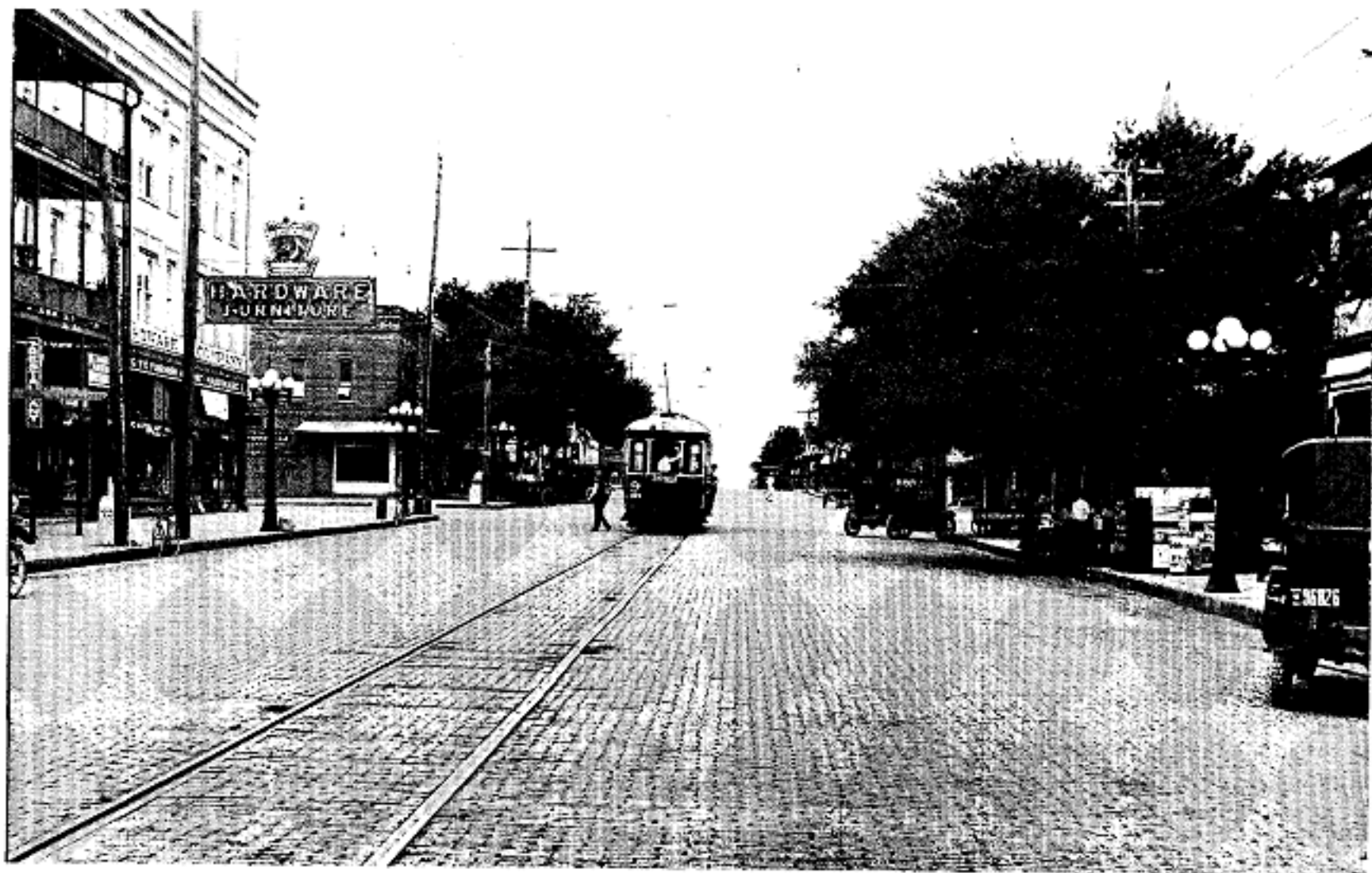
street 18 feet wide with the street car tracks of 7.5 miles in the middle of each 7.5 mile strip on the sides. No sir! Twice, No sir!

The Boomers Press On

But the Boomers couldn't be stopped now. They pressed on. Fuller induced Charles R. Hall, a master salesman working for John Wanamaker, to come from Philadelphia, sold him 80 acres (for \$16,000) bounded by 25th and 31st Streets, Fifth Avenue North and First Avenue South. Hall began a creditable development known as Hall's Subdivision No. 1 and 2. He built a number of fine homes for sale, leading even Roser in what was then an innovation in land development.

Noel A. Mitchell bought 80 acres and started Mitchell's Courthouse Subdivision between 40th and 46th Streets, spraddling Central Avenue. Roser bought acreage, started Oakridge also on Central at 46th to Disston.

The woods were catching fire. All these and others had flamboyant selling campaigns. Fuller topped them all. From the front of his office at Fourth and Central where the Hall Building now is, he arranged a projector, rented the front of a building across the Avenue where First Federal now is, threw a "magic lantern" picture of a subdivision on a giant white screen, had runners at the ACL station as the night passenger train came in, led the unsuspecting straight into a



Streetcar on lower Central — 1916.



New street railway freight and express car. Fifth St. South at A. C. L. crossing looking toward Central Avenue.

clamorous lot auction each night. An amazing number of lots were sold. The home folks had been busy writing to relatives who were coming for the winter. They already had the fever when they arrived.

The original sale of Fuller's Subdivision, astride Central from 16th to 19th Streets, was on the spectacular side. Fuller had bought the acreage for cash (which he didn't have then arranged for the owners to send the deed to a local bank, attached to a 90-day draft. This was late in 1911. Surveyors worked in a frenzy. Auctioneers were hired. The terms were a combination of daring and desperation. One-fourth cash (this paid for the engineers, the auctioneers, and the deed to the land.) One-fourth in six months. If sidewalks weren't in by then, Fuller agreed to forfeit that downpayment to the purchaser. The bank loaned him the money to build the sidewalks with six months notes as security. Another fourth in 12 months — this payment to be forfeited if the streetcar line wasn't in. The rails were laid on top of the ground, but they were there. Last payment in 18 months with forfeiture if two 18-foot brick roadways on either side of the trolley-tracks weren't in. The paving was in by the deadline. Some method of financing!

In the meantime Fuller had another subdivision ready between 22nd and 25th Streets, running from Fifth Avenue North to Seventh Avenue South. March 18, 19, 20, 1912, auctioneers sold 441 lots. For about \$200,000!

The fire was raging pretty well out of control by now. Hall was blowing his horn just beyond, Mitchell

beyond him, Roser beyond that. What chance sanity for the ordinary citizen? None. Everybody bought lots. And everybody promptly resold them at a profit, bought three more and resold them and bought six.

And, perchance Government went along. There was no professional city manager then. Just five of the boys making like experts in the art of running a city.

Reluctant before on paving, Council now threw caution out the window. Bonds totaling \$35,000 were voted June 13, 1911. Whereas former votes on street bonds were fairly close, this one was 131 to 41. But April 26, 1912, the voters went 433 to 51 for \$65,000 of bonds, followed by \$20,500 more Aug. 24, 1913.

Still, neither the authorities nor the voters were willing to get behind that 15 mile paving project of Fuller's out West Central. By then he proposed making First Avenue North and South 100 feet wide and paving them, too! Twenty-seven miles in all!

But the Boomers triumphed again. They got a new city charter in 1913 that liberalized city government and did one other little thing. (Keep your eyes on that "other little thing;" it was to bankrupt the City in 1931.)

Fatal Paving Liens

This other little thing was a provision that instead of the old method of voting general obligation bonds for paving streets, the City could pave a street upon petition of 51 per cent of land ownership on the affected street, issue 10-year paving liens against the lots for the cost and sell these, under the sponsorship of

the City, to pay the contractor. Note that word "ownership". If you owned 51 per cent and 49 owned one per cent each, your side won. The authorities were lulled into believing that the City "sponsored" the paving certificates but did not guarantee them. But (first a circuit court, then the state supreme court) in the black days following the big boom of the 1920's, said the City did, in fact, guarantee the payment and, splash, the City was bankrupt. But this black financial cloud was far, far below the shining horizon in those halycon days of 1913-1914.

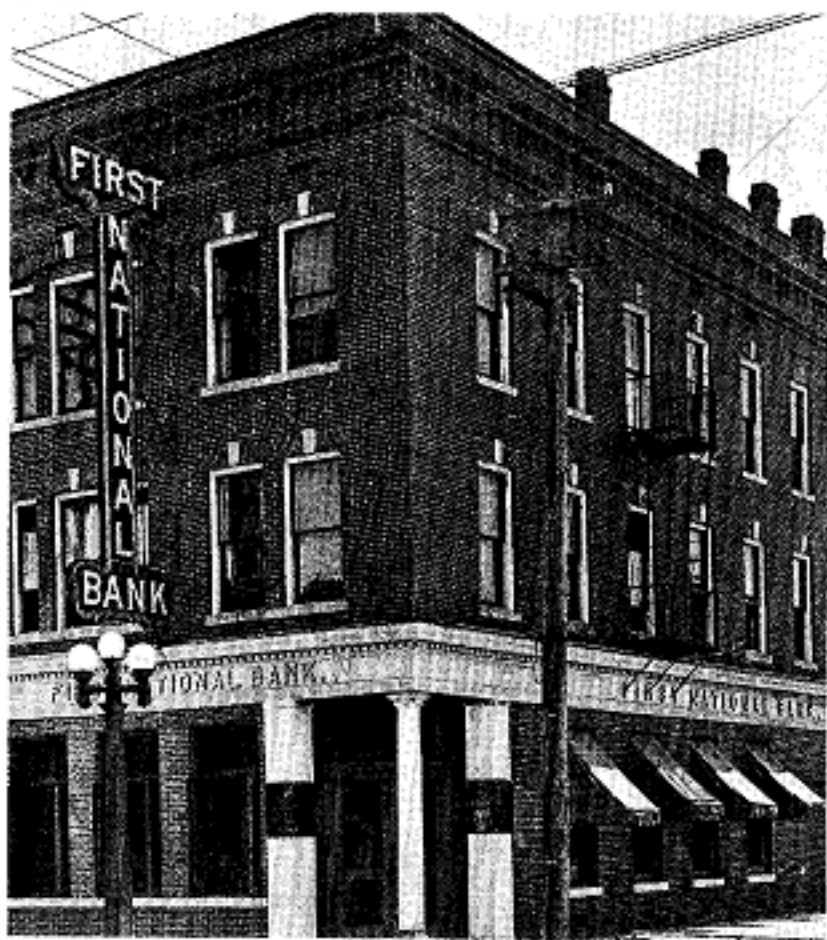
Meanwhile, the hysteria and competition forced the City Council's hand on city limit expansion. And big development groups were pressing to get into the city and get the benefit of that Santa Claus gift of a street paving deal.

In the following, rather statistical, recitation of city limit expansions you can accurately calculate the relative political power of the various groups of developers.

Oct. 3, 1912, Dec. 10, 1914 and Dec. 17, 1914 the Harvey group, by ordinances Nos. 360, 471 and 472, had the Bayboro area annexed to 17th Avenue South. This was the first city expansion after the original incorporation in 1892.

In the City Charter of 1913, the old limits were squared out so that the city extended north to Ninth Avenue North, west to 16th Street (a home run by Fuller) and south to Sixth Avenue South.

Nov. 30, 1914 and Dec. 10, 1914, by Ordinances 466 and 471, Snell got a further extension to 22nd Avenue North and west to between Second and Third Streets.



Original First National Bank at southeast corner of Central and Second Street.



Southwest corner of Central and 5th St. that housed three banks in 1915-1930-1945 — now an office building.

But Fuller came down to the wire in almost a dead heat with Snell. In Ordinances 471 and 472 on the same date, Dec. 10, 1914, he got 5.5 square miles in the city from 16th Street to Boca Ciega Bay between Fifth Avenue North and Seventh Avenue South. (Don't get confused — all three got goodies in 471, two in 472.)

Snell came back the next week and got North Shore expanded to Fourth Street North.

March 9 and 16, 1915, the Harvey people came back with four small extensions to get the limits stretched south to 11th Avenue South and west to 16th Street.

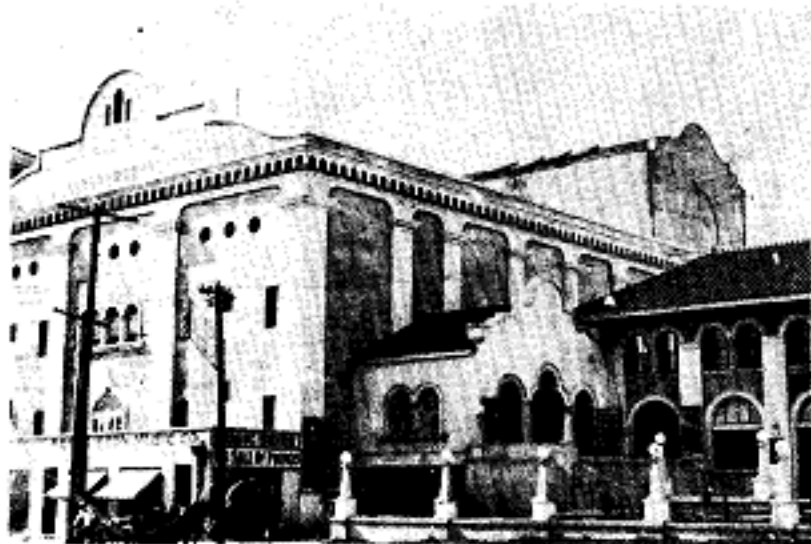
That was all, for five bitter years after which the City, by election, made a major expansion in the northwest quadrant.

The Boom Dies - 1914

Earlier, it was stated that this boom died in June, 1914 with the bomb explosion in far off Serbia. It did.

Fuller, meanwhile, was steaming ahead. He dreamed great dreams for the Boca Ciega Bay end of his territory. From Philadelphia he brought Thomas J. Meehan, one of the nation's great land planners and golf course architects. He laid out, in the Boca Ciega Bay area, from the present mainland end of the old Corey Causeway to 22nd Avenue North, and as far east as 66th Street, the largest area of the city ever planned as one whole into a residential area. The plan recognized advantages and disadvantages of the terrain, with large lots that escaped the deadly grid pattern by virtue of winding streets and arterial streets, angling hither and yon to best serve automobile traffic. Included was a golf course to become known as the Jungle Golf Course, and the City's first good standard golf course. Fortunately, through many vicissitudes, the plan was adhered to, hence the great Pasadena and Jungle areas.

With the city expanded, with a vehicle to finance



New Gandy Theatre at southwest corner of Fifth Street and Central.



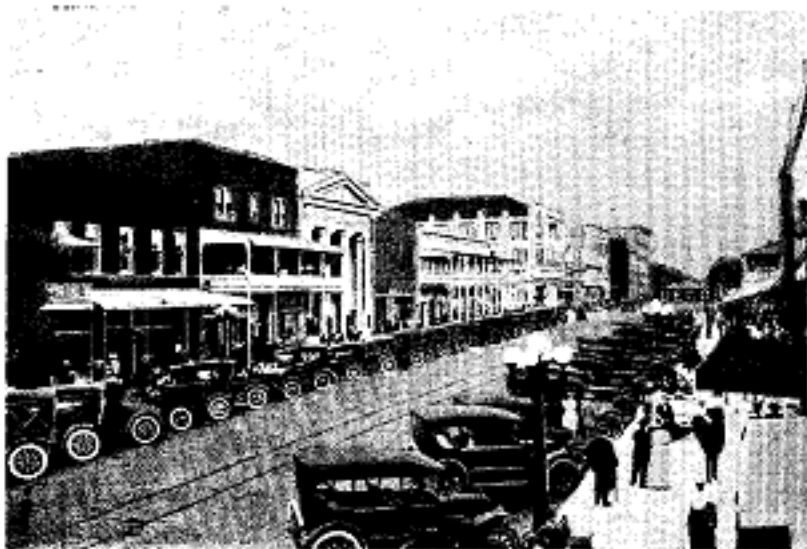
Excursion by streetcar — 1915.



Invasion by automobiles threatens streetcar transportation — 1913.



Street railway freight car — 1916.



By 1916 automobile invasion is complete.



1916 Festival of States Parade.

major street paving finally available, Fuller launched his building program. It was a program he carried to fulfillment despite the fact it eventually bankrupted him.

Central Is Paved

The task was a tough one. To get his two 18-foot strips of paving on Central to Boca Ciega Bay, he finally worked out a deal with the Augusta Paving Co. of Augusta, Georgia, to take paving certificates in return for the full cost of the work by issuing three series of certificates; first series totaling 60 per cent of the cost of Central Avenue on the two rows of lots on Central; second for 25 per cent on the two rows on the First Avenues; and a third for 15 per cent on the two rows facing on the Second Avenues. This plan was later challenged in the courts, stood up. His plan to pave the First Avenues immediately he perforce had to drop as he had mortgaged all the lots on the three avenues to get the vital paving on Central.

Swarms of Negroes starting grading and laying hundreds of carloads of bricks. Other crews tackled the golf course. This project was financed on a patriotic basis, its success attesting well to the public spirit of the people of the city. Bonds totaling \$60,000 were issued. Purchasers of each \$500 bond got free in addition to the bond a share of stock and a lot in or facing on the golf course. Enough bonds were sold to raise money to complete the course.

The course was opened New Year's Day, 1916. The city's principal banker, T. A. Chancellor, drove the first ball. (After he had missed three times. But nobody laughed. Most of his audience owed his bank money.) The paving crews had worked many extra hours to complete one side of the Central paving to Park Street and Fifth Avenue North by opening day. The town now on the banks of two bays, swelled its chest that day and began calling itself a real city. It wasn't, but it was a pleasant idea.

Albert F. Lang, newly arrived in the city, was elected president of the new golf club and proved a perfect glad hander and official host. In addition to the links there was a really impressive club house, which promptly became quite a social center. This agreeable job embarked him on a long and useful life in public affairs in the city, although he achieved his principal fame and rendered his most valuable service as "Mr. Baseball."

Effects of War

But let it be repeated: The lot-selling madness ended abruptly in that hot summer of 1914. This country did not get directly involved in the shooting part of the war until April, 1917. But immediately upon its starting, almost all the money capital of the country became involved in vast war industries, building a "bridge of ships" for the Allies, manufacturing ammunition, munitions, growing food stuffs. The floating labor supply of Florida and St. Petersburg flowed to the attractive wages of war industries in the North. A



Central Avenue at 16th Street looking west — 1914.

few items were rationed, notably automobile tires and sugar. There were scarcities. The country suffered a major psychological shock. For the first time it became conscious of itself as a world power. Almost everybody worked. They were in no playing or vacationing mood. It was unpatriotic to take a vacation. Besides, Liberty bonds blotted up all the loose money.

No significant war industries came to Florida. There were a few Army camps around Jacksonville, two air training fields at Arcadia. Many of the dare-devil student flyers spent weekends in the city. And a flyer had to be a dare-devil to attempt to fly the craft that then flew — sometimes. No figures ever were given officially but there was a belief current that nearly half of the student flyers died learning to fly. This writer saw two of them die in landing and takeoff attempts in St. Petersburg.

The war drained money out of Florida and St. Petersburg, and this was a pioneer, debtor state, deeply dependent on a steady flow of money from the North. From mid-1914, the flow of money to Florida was curtailed sharply. People weren't sure of the future. A vacant lot out in the woods of a small town on the Pinellas Peninsula utterly lost its glamour.

A measure of the intensity of the lot buying and selling, an extreme one admittedly, but a revealing one nonetheless, can be taken from an incident in which this writer was involved. In 1919 or 1920 a client wanted to buy the lot at the southwest corner of 16th and Central, offered to pay \$5,000 for it.

But this writer looked up the record, found ownership showed in H. Walter Fuller. He knew this to be in error. Enquiry at the Tax Collector's office showed the taxes had been paid for several years by D. W. Budd, owner and operator of the town's most popular drug store. Dave was a great tarpon fisherman, an ardent sportsman in many lines, the last man one would expect to be owning a vacant lot out West Central. Upon being interviewed he admitted with a bit of picturesque language that he owned the lot, seemed to blame the whole tribe of Fullers for that fact; was

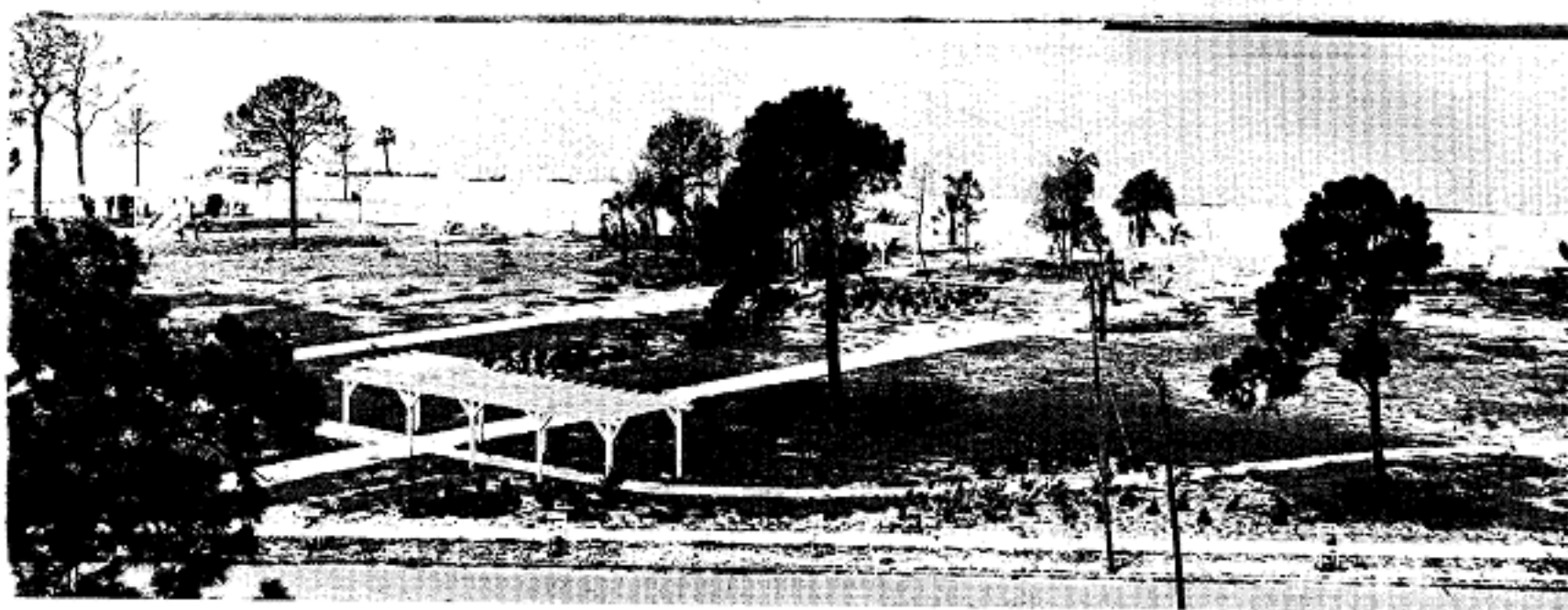


Picnic celebrating the 1915 excursion out West Central.

astounded and delighted to discover that he could get \$5,000 for it.

Ignorant of real estate matters it developed that he had never recorded his deed. Delving through the papers connected with the lot this broker discovered a legal paper called an Agreement for Deed. This Agreement had been issued by H. Walter Fuller early in 1912 to the buyer from him. The amazing record revealed by the various assignments written on every

available square inch of the Agreement that the lot had changed hands eleven times in thirteen days from the date of the original sale! It is forgotten as to just where Dave stood in the list of then eager assignees but he was the only one apparently with the means and the will to pick up the tab and finish paying for the lot after the bubble burst. His lot cost him not much more than a thousand dollars, as memory runs, so Dave ended up doing quite well. But unbeknownst



Sunset Park in 1915 at west end of Central Avenue.

to either Dave or this observer, the new owner sold out at just the wrong time as the first ground swell of a succeeding boom began to pulsate.

Ten resales in thirteen days is admittedly an exceptional incident, but at least the reader knows that the turnover was tremendous. Of course many of the lots never changed hands, some didn't until the next boom; but recalling that the Boomers manufactured some 20,000 lots during those boiling days of 1911-1914 and that most of them were sold at least once, one can realize that a considerable lot business was done in a town that in 1910 by the Federal census held 4,127 people and by the State census five years later numbered only 7,186.

It must be recalled that there was a considerable city limit enlargement during that time, and further that there was a wide difference between the counting rules of the Federal and State nose countings. In the Federal only those who claimed and seemed to hold legal residence were counted. But in the state roll call, patriotic and chamber of commerce type thinking prevailed and the counters, paid so much per head, counted everybody, transients even in hotels. But allowing for all that the town had grown rapidly.

The most significant thing is that between 1915 and 1920 the population almost doubled. The 1915 census was 7,186 and the more reliable 1920 count was

14,237. This shows that while lots quit selling, some hundreds — maybe some thousands of people were quietly putting them to work by building houses and apartments and hotels on many of those 20,000 lots.

So let's sum up. What were the plusses and what were the minuses of the 1911 boom?

There were many plusses. The framework of a great and fair city was completed. Its street system is simple, direct and traffic proceeds on broad thoroughfares. Except for two bad areas of narrow, confused, dead end streets in the close-in southwest and northwest quadrants resulting from individualistic subdividing of small tracts free from planning and zoning, lot and neighborhood street patterns are good.

No major city in Florida, save Coral Gables, has a happier framework, design, location. The 1911 boom bequeathed that.

An intangible, but important plus; the citizens became acutely conscious that they lived in a community destined to become a city.

The decade beginning in 1910 or 1911 was the golden one of community cooperation, of optimism, of neighborliness. People had a sense of belonging, of being on a team. The town was small enough for the individual not to feel lost in the crowd. The objective was "we" and not "they." It was good to live here. Al Lang made a phrase known nationwide: "My Town."



Sunset Hotel at west end of Central Ave. 1915.



First trip by trolley out west Central — 1915.

There were many specifics. George S. (Dad) Gandy, who had first visited St. Petersburg in 1903, eventually became a permanent resident, became enthused enough to build the Plaza Theatre, with two wings, one residential, one offices, at Fifth and Central in 1912-13. That was considered pretty far out of downtown in 1912! And yet it was outgrown and torn down by 1955!

For a decade or more the Gandy boys, George (Gidge) S. Jr. and Al, presented theatrical fare that a city of a quarter million would envy today.

Noel A. Mitchell in 1913 spent a small fortune on a beach resort on the north bank of Johns Pass, complete with hotel.

The City paved 40 miles of streets, mostly brick. In the baby boom period the city spent \$35,000 on parks, \$91,000 on water line extension, \$20,000 for an incinerator, \$179,000 on the waterfront.

The park expenditure was the first significant one in the City's history. Williams Park improvements had been made by private groups of public spirited women. The waterfront improvements, the filled shore, the seawalls, the Central Yacht Basin, gave the city a magnificent "front yard" that was the envy of the entire State. With the waterfront a reality, the Yacht Club as a matter of course followed in 1916.

One brash newcomer dared to build a modern three story 60 room hotel on a whole block at the very west end of Central Avenue, overlooking Boca Ciega and Sunset Park, the latter a city block sized gift of the Fullers to the city. This was the first hotel beyond walking distance of Williams Park, and to most people's astonishment, it was a success.

On the minus side were those 20,000 vacant lots scattered far and wide with a scant sprinkling of lonesome houses here and yon.

There was a chastened spirit for hundreds of speculators with burnt fingers, many of whom never ventured near the fire again.

But think not that the shock of war crushed the wave of growth. It merely repressed it for a time. Individuals licked their wounds but the community was conscious and confident of its strength, its faith and its wisdom.

The Baby Boom expanded the physical town, enlarged the vision, nourished the spirit of its people.

Chapter XX

UNHAPPY PAUSE

April 29, 1918 was an unhappy and disastrous day for St. Petersburg. On that day the group of enterprises headed and managed by H. Walter Fuller entered voluntary receivership for reorganization or liquidation. Included was a five steamer boat line serving all points on Tampa Bay and the Manatee River, the St. Petersburg street railway, boat line from Gulfport to Pass-a-Grille, the Southland Hotel (now Masonic Orphanage at north end of Coffee Pot Bayou,) the Pass-a-Grille Hotel (it eventually burned) and some ten or a dozen real estate companies and syndicates. The electric plant avoided the disaster, having been sold April 12, 1915 to a Baltimore group.

The lot boom of 1911-1914 had actually ended when World War I started in 1914, but the town had run on momentum and accumulated capital for several years, but the collapse of the Fuller enterprises harshly signaled economic disaster for the town.

The foot-loose, young and otherwise, had flocked to war industries. A nation suddenly caught up for its first time in intense and profitable manufacturing, farmers spurred by sudden vast demand for food-stuffs, a national administration making precautionary military preparations, was in no mood for leisurely winter vacations. There were no airlines, no fast cars or good roads. People packed trunks and came for long stays. Many even brought basic food supplies.

Some 200 odd of the adventurous youth of the town formed a company of soldiers, organized, tendered their services to the United States government.

The town economy at that day was pretty fragile and brittle. Fishing employed a considerable number. But earnings were low per capita, as always, in that business. Citrus and farming were insignificant. A high percentage of stores were seasonal, the owners soaping their windows for long summer months and closing while they were in Eastern and New England summer resorts running similar businesses or loafing. There was an insignificant summer tourist business at Pass-a-Grille supported by a relatively few Tampa and inland Florida families, the family heads mostly com-

muting weekends while the women and children played all week.

St. Petersburg was distinctly a pioneer community which is from the nature of things a debtor community prospering during normal periods by steady inflow of capital from out of state. Most such capital for St. Petersburg came from Philadelphia; first the Disstons, then F. A. Davis and people they induced to join them. The Fuller enterprises were financed through the summers and for major construction with short time loans from Philadelphia banks.

All other local developers discreetly curtailed their activities in tune with sales or lack thereof. Fuller was the exception, betting the war would be of short duration, steamed ahead with major development work, guessed wrong, went broke, called his creditors together, had them form a committee, and turned all properties over to them.

But committees aren't usually very good on running streetcar lines and boat lines and selling lots, and this committee, absentee Philadelphia bankers, was no exception. They sent in a professional liquidator, one Charles M. Allen, who was experienced in closing out mercantile and commercial bankruptcies, but unequal to this task. The bankers committee eventually sought Fuller's aid in liquidating his old companies.

Meanwhile the economy of the town lurched to an unhappy near halt. Professional white men suddenly found themselves competing with Negro laborers at \$1.25 a day, as compared with the then normal \$1.50 a day.

Remembering that government, assessed valuations on property, and many other activities that reflect economic conditions, lag usually one or two years behind actual events, the following tabulation of county assessed valuations reflect the 1911-1914 boom, the following economic pause of 1916-19, the rising head of steam leading to the great Boom of 1925 and its aftermath.

YEAR	TOTAL VALUATION	PERCENTAGE OF INCREASE
1911	\$ 3,546,130	
1912	4,854,228	36.89
1913	7,712,383	58.88
1914	8,516,043	10.42
1915	8,977,930	05.42
1916	8,880,582	*01.09
1917	10,012,360	12.74
1918	10,504,099	04.91
1919	10,599,238	00.91
1920	11,428,298	07.82
1921	13,192,959	15.44
1922	15,237,102	15.49
1923	17,781,958	16.70
1924	26,223,606	47.47
1925	34,361,716	31.03
1926	x40,856,540	18.90
1927	41,032,374	00.43
1928	38,437,674	*06.32

* Decrease

x Major increase in city limits

The reader will note that following each advance, the boomlet and the boom, there was an actual drop in assessed values, in 1916 and again in 1928.

It must not be understood that the town surrendered in despair. Quite the contrary. St. Petersburg was an optimistic place in those days. There was always a group ready to back any intriguing idea with Time, Money and Faith. The "no" chorus sung low in those days. Fuller and many another man continued to venture, and hope and develop.

For instance there was the matter of a bridge or bridges to Pass-a-Grille and the Beaches. W. L. Straub and H. Walter Fuller had proposed in 1916 that a bridge be built and as a result special Road and Bridge District Number 1 was formed. Watch those special Road and Bridge Districts. The St. Petersburg area eventually created 13 of them, a big factor in the great collapse of the Nineteen Thirties. No. 1 included all of St. Petersburg and the island. Practically all of the voters were in St. Petersburg but they cheerfully voted the bonds, in the sum of \$100,000.00. Islanders who now complain the mainland is a drag, would do well to remember that the Islands, chief beneficiaries of those roads and bridges, during the first years paid less than five per cent of the taxes to pay them off. Eventually the secondary gas tax paid much or all.

The money was enough for a brick road on the island but not for a bridge across Boca Ciega Bay. Fuller made a fifty-fifty deal with the County Commission that if it would levy a tax for its half, one-fifth a year for five years he would put up the other half. The County did levy the tax. But in the meantime Fuller went broke and couldn't pay his half. So the County wouldn't spend its half.

W. D. McAdoo, a flamboyant wheeler-dealer from Greensboro, breezed into town about then, bought the north end of Long Key, St. Petersburg Beach, sought and got a toll bridge franchise from the

County, and built a wooden toll bridge from Villa Grande Avenue (slightly south of Fifth Avenue South) to 87th Avenue at St. Petersburg Beach, the first of many toll bridges, all of which eventually became a brake on the community. He let the contract in June, 1918, opened the bridge with appropriate fanfare February 4, 1919. Frank Fortune Pulver, St. Petersburg's famed bachelor mayor, bought the bridge May 11, 1920. His associates were J. J. Duffy, long time mayor of Pass-a-Grille, A. F. Thomasson, President of Central National Bank, G. W. Griffiths, Warren Webster, C. Perry Snell and H. R. McChesney. Thomasson's bank had a mortgage on the Pass-a-Grille Hotel owned by Fuller, and Webster and Snell had acquired considerable island holdings from Fuller or had unhappy mortgages on some of his property.

McAdoo for a while cut a wide swath in local realty circles. For instance, on Central between about 6th Street and 16th Street he acquired many vacant lots, erected on each a long low sign which simply said, "See Mr. McAdoo."

The writer cannot refrain from telling this incident. McAdoo decided to subdivide his beach property, thereby starting what eventually became the original St. Petersburg Beach on the north end of Long Key. He employed the Fullers, father and son, to handle the lot sale.

Not approving the proposed lot sales contract, they withdrew. In fact this writer's employment by McAdoo lasted some two hours, it taking him approximately that length of time to read and digest the



N.W. corner of 4th & Central 1917. Noel A. Mitchell's office, later Walgreen's Drug Store, now woman's clothing store.



An early flight of world famous Tony Janus discharging passengers — 1914.

proposed contract. Thereafter for a time there was a feud between McAdoo and the Fullers.

In the summer of 1919 the Fullers gave a private beach party at the Pass-a-Grille Hotel Casino. Everyone was having a good time, did not want to quit by 9:00 P. M., the time at which the toll bridge customarily closed for the day. (McAdoo charged 25 cents to get on the island, nothing to get off.) McAdoo was telephoned in St. Petersburg and asked permission to pay the bridge tender to stay open later than usual. McAdoo readily agreed.

"In fact," he said, "I am going out to the bridge in a few minutes and will tell him to wait until your party gets off the island."

But when the party merrily arrived at the drawbridge about midnight the drawbridge was open, the bridge tender gone. This writer stripped to his shorts, swam to the span supporting the draw, found the "key" which closed and opened the draw, and closed it. This key was similar to a huge auto tire lug wrench, when the cup was inserted properly a person laboriously pushed it round and round until the draw was shut (or open,) removed the "wrench," locked the draw shut and traffic proceeded across.

On this particular night this writer opened the draw again after his party had crossed, threw the Key overboard, swam back to his car and drove on home. The repercussions were rather violent. Thinking the culprit had not been sufficiently punished this writer the next Sunday afternoon, the period of greatest business of the week for the drawbridge, took his 15-foot sailboat and leisurely sailed it back and forth through the draw for several hours by which time the auto traffic was backed up several miles. McAdoo dared not close the draw. Federal law giving water traffic right of way to land traffic.

After this a treaty of peace of sorts was made.

Another line of life saving activity was the Jungle Golf Course, or the St. Petersburg Golf Development Company, as it was legally and formally known. Previously a golf club had been built at Bayboro in 1907. It was sponsored by the Board of Trade at a meeting on April 26, 1906 and was finished and opened in February, 1907.

Officers were elected as follows: Noel A. Mitchell, president; W. H. English, vice-president; A. B. Davis,



Johnny Green's hydroplane "Betty." He succeeded Janus as city's early bird — 1923.

secretary, and T. K. Wilson, treasurer. Directors named were: W. E. Heathcote, C. A. Harvey, C. A. Smith, Jr., C. W. Barker, A. F. Bartlett, J. G. Foley, David W. Budd, T. A. Chancellor, W. L. Straub, A. F. Freeman, F. E. Cole, S. E. Denny, Roy S. Hanna, R. H. Thomas, W. H. Adams, V. N. Ridgeley, and W. J. Longman.

But the course failed. There was no transportation by land on account of the sand, convenient access was by boat only and players would not take the trouble.

But another effort in 1914 succeeded. Charles R. Hall called two meetings on February 9th and 26th, and a proposal by the Johns Pass Realty Company, a Fuller led company, accepted. It would deed 120 acres of land for a golf course, take back a \$60,000 long term second mortgage; the company would finance course, club house and liquidation of the second mortgage through issuance and sale of \$500 and \$1000 first mortgage bonds, each bond including stock in the Golf Course company and a lot facing on or near the Golf Course.

The Course lay between Fifth Avenue North and 22nd Avenue North, Park Street and 74th Street. Farragut Academy is housed in the old Club House.

In less than a month the needed amount was subscribed. The subscribers were: Charles R. Hall, C. M. Roser, H. Walter Fuller, J. F. McBean, George S. Gandy, H. K. Heritage, A. F. Thomasson, Albert F. Lang, H. M. Pancoast, E. V. Pechin, G. W. Cooper, R. C. Bennet, Walter P. Wilkins, Jacob S. Disston, William L. Murphy, Joseph Murphy, Henry W. Dupont, Paul Poynter, T. A. Chancellor, B. G. Steele, D. W. Budd, G. W. Foster, William C. McClure, Roy S. Hanna, Lew B. Brown, J. Franklin Meehan, E. E. Madeira, T. J. Northrup, A. P. Avery, F. A. Wood, Dr. W. K. Bradfield, F. P. Lowe, Noel A. Mitchell, G. B. Haines, G. B. Hayward, Mrs. C. N. Crawford, Lilian Dusenbury, R. H. Thomas, A. Norwood, Wm. M. Davis, F. W. Wilcox, C. W. Wiecking, May F. Purnell, Emilie E. C. Rowland, Charles D. Hulbert, St. Petersburg Hardware Company, Southern Concrete and Construction Company, Willson-Chase Company, Dent & English Company, West Coast Abstract and Mortgage Company, R. J. Cole, J. U. Bethell, Ansonia Hotel, E. H. Tomlinson, Manhattan Market, S. D. Harris, St. Petersburg Novelty Works, A. E. Hoxie, George O. Osborne, Mrs. Mary E.

Whiteley, H. H. Smitz. (Truly an Honor Roll of the Boosters and wealthy of that day).

At a meeting of the stockholders in June, Al F. Lang was elected president; H. Walter Fuller, vice-president, H. M. Pancoast, secretary, and J. D. Harris, treasurer. Directors named were: A. P. Avery, A. F. Thomasson, Charles R. Hall, T. A. Chancellor, David W. Budd, and E. E. Madeira.

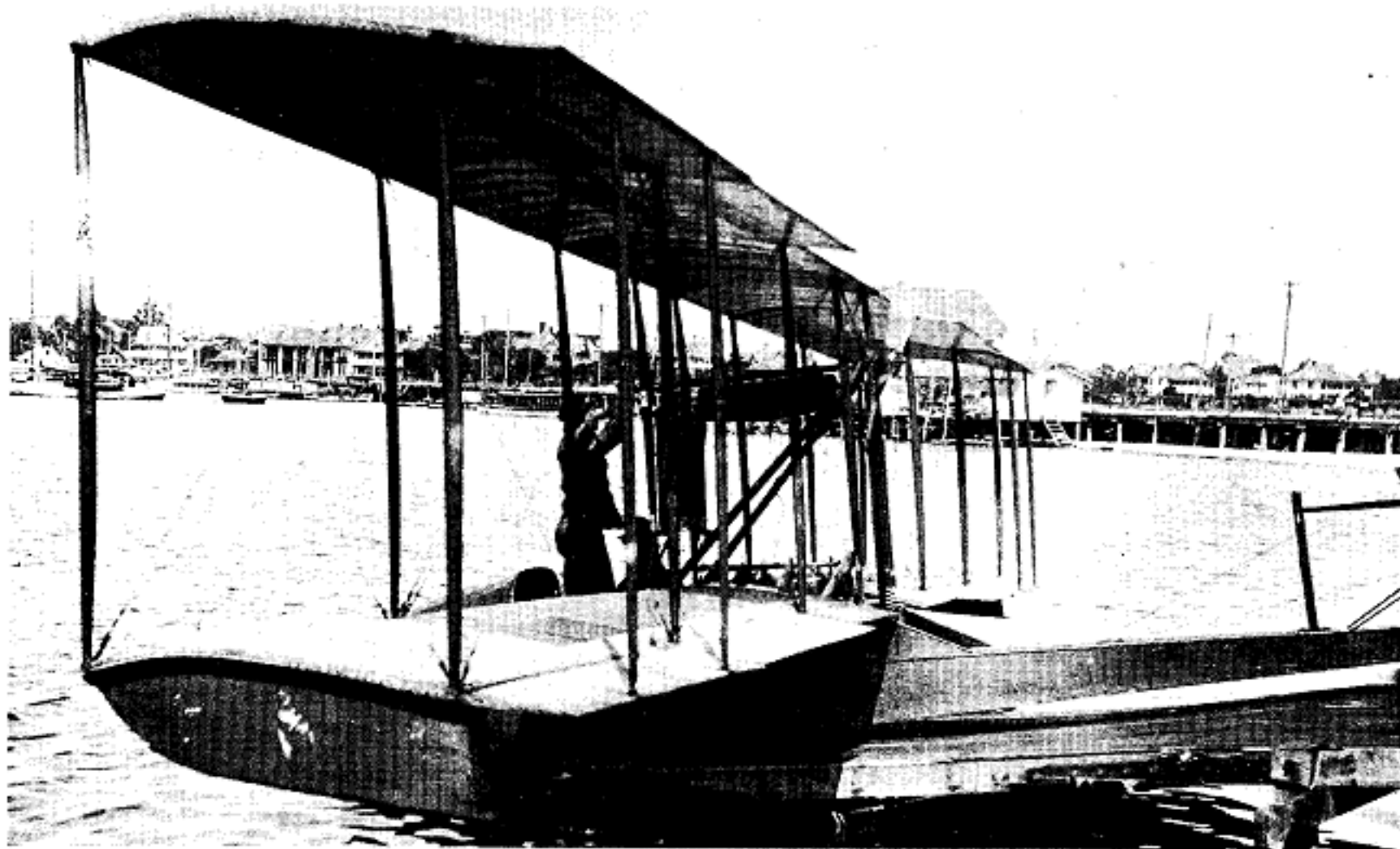
The course was laid out by A. W. Tillinghast, one of the most capable golf engineers and designers in the country, and work progressed rapidly during the summer, every effort being made to have the nine-hole course completed by winter. The clubhouse was started on November 20, 1915.

The course was formally opened on January 1, 1916. The first game was played by A. F. Lang and Dr. W. K. Bradfield against Judge William Dishman and Dr. Elton Wilcox; Mr. Lang and Dr. Bradfield winning, one up. Two hundred spectators watched the match. The clubhouse was formally opened March 10, 1916. Members of the reception committee were Mesdames A. F. Lang, A. P. Avery, D. W. Budd, Walter Fuller, Charles R. Hall, John D. Harris, H. M. Pancoast and A. F. Thomasson.

The second nine-hole course was opened January 15, 1916. The eighteen-hole course thus provided was 6,082 yards in length, par 72. C. J. Smith, golf professional at the Palma Ceia course in Tampa, arrived on May 2, 1917, to take charge of the club.

Previously reported was that first ceremonial swing by Mr. Chancellor, the town's leading banker and first citizen. The list of members is truly a roll call of the leading developers, leaders, sportsmen of the town. Many of the names are already familiar to the readers of these pages. Large stockholders, officers and financial backers of the Fuller enterprises included; J. F. McBean, a Philadelphia banker, whose son eventually was chief engineer for the construction of the Gandy Bridge; H. K. Heritage, E. V. Pechin, investors from Philadelphia, B. G. Steele, first resident of Pasadena (at first called Davista in honor of F. A. Davis,) Wm. C. McClure of Peoria, Illinois, J. Franklin Meehan, land planner and golf architect; J. U. Bethel, Fuller's attorney from Philadelphia, H. M. Pancoast, Treasurer of the Fuller enterprises.

Hotel people included G. Bainbridge Hayward (Detroit and Bainbridge hotels,) Mrs. C. N. Crawford, hotel owner, Mrs. Lilian Dusenbury (her pioneer hotel was demolished in 1966 to provide a parking lot for the Princess Martha,) May F. Purnell, Poinsettia and other hotels. G. W. Cooper, Joseph Murphy, Emilie E. C. Rowland, George O. Osborne were local capitalists and big property owners. Doctors Bradfield, Hulbert and Davis were local physicians. Bennett was the super popular proprietor of Bennett's drug store and D. W. Budd of the equally popular Budd's drug store. Walter P. Wilkins became famed as the "Apple Man," pioneer grocer with the merchandising flair now



Tony Janus tuning up for first flight — 1914.



Central National Bank at S.W. corner of 4th and Central 1917.

typified by super-markets. Henry W. Dupont was an architect. C. W. Foster and H. B. Smitz (Smitz not Smith) were real estate brokers. E. E. Madeira was one of the most popular early ministers in the city. E. P. Lowe started the very first trailer and tourist camp, was the principal stockholder of the then Ninth Street and now Union Trust National Bank. G. B. Haines for his good roads pioneering and public spirited proclivities had Haines Road named for him. He was a jeweler; R. J. Cole was also a jeweler (now Bruce Waters). R. H. Thomas was broker, mortgage man, banker. S. D. Harris, undertaker, senator, churchman. Mrs. Whiteley was an early Jungle resident.

Al Lang was in a class by himself, one of the biggest factors in the leadership of the city during the troubled days now being examined, and in fact was a most useful citizen from the day he arrived in the fall of 1910 with "My girl," as he always called his wife, Marie, until he died on February 27, 1960 at the age of 89 years and 4 months. When he came here he was not quite 40, having been born in Pittsburgh November 16, 1870, and said himself he never expected to reach 50. He had operated a laundry, retired because of frail health, was of modest means when he arrived but two fortunate purchases and long time leases made him comfortably wealthy. Long and justly will his name be blazoned on the St. Petersburg sky by the Albert F. Lang baseball field on the waterfront at First Avenue South. This field was dedicated March 12, 1947.

Al took an early and leading part in organized Major League baseball. A group organized to get spring baseball started here, somewhat muffed making a successful deal with a major league club until Lang took hold. A three year contract was made with the St. Louis Browns and a park built at 22nd Avenue North on Snell and Hamlett land, now North Shore. It was there that this writer saw Mr. Snell and three little Negro boys salvaging bent rusty nails. The first game at the park on February 27, 1914 between the Browns and the Cubs was won by the latter 3 to 2. Four thousand fans saw the game, some of them from Tampa by Steamer Manatee, which sailed up Coffee

Pot to tie up in right field. The Phillies came next year, won 14 of their first 15 games, went on to the championship and St. Petersburg thereafter was winter capital of baseball and Florida stole the Spring baseball show from California, Texas and other western states. The Indianapolis team was added in 1921, and it was Boston Braves from 1922 through 1937. The great Babe Ruth and the Yankees came in 1925 and the Cardinals in 1938; and the Yankees, departing for the East Coast after the spring of 1961, were replaced by the New York Mets. The Cardinals have continued coming since 1938 to this good day. E. C. (Robbie) Robison eventually became Al's faithful and efficient lieutenant as his health failed, and ably and loyally has kept St. Petersburg in the fore of Florida Baseball-wise since.

But it is as a golf enthusiast that concerns us with Lang at the moment. And except for a brief hiatus following the boom, Lang was the genial and tireless glad-hand president of the Jungle Club for some 15 years. Most of that time he lived across the street from the Jungle Club, usually greeted the first and the last players to tee off for the day and was loud, cheerful and friendly around the locker room all day.

Oddly, this writer who was intimate with Al for years, never saw him swing a golf club (with one exception) throw a ball, lift a glass, despite spending practically every waking hour with people who did one or more of the three — except when playing bridge of which he was passionately fond.

Lang twice served as Mayor, being elected April 4, 1916 and re-elected April 2, 1918. Noel Mitchell was one of his opponents each year. Lang had four opponents in 1916. Only Mitchell in 1918 when he won 469 to 235. Lang was a good mayor. An early notable crusade was to spruce up St. Petersburg and he inaugurated a "sign pulling down" day to take away what he frankly called the "hick town" look, which indeed the town had. He established Green as the unofficial "official" color for the City's street benches.

An amusing situation developed around Lang's first election. H. Walter Fuller had given him and A. F. Thomasson two choice Boca Ciega Bay waterfront lots just north of Fifth Avenue North, if they would build homes and live there. The move of course was to give the struggling new development status and class. But unhappily for Lang, his home was immediately north of the City line, and here he was running for mayor. So he quietly, with the full approval of Fuller, "moved" to an apartment downtown but took many a long "vacation" to the country.

But back to golf. Snell and Hall and the others had no intention of letting Fuller run away with the Golf game. Snell started Sunset Golf course at Snell Isle early in 1919 and opened 9 holes January 19, 1920. He kept adding nines until he had 36 holes but backed up eventually and turned 18 into residential lots.

Hall got under way in 1924 at Lakewood, laid out an elaborate butterfly course with beautiful lots facing all the fairways. The boom explosion and bankruptcy caught up with him before he could finish his

elaborate but confusing pattern of winding roads and his course did not really become a recreational factor until a private club was formed by an influential group in the mid Nineteen Thirties to take over the course.

Jack Taylor also got under way late with Pasadena course. In 1925 he used smart but expensive showmanship, had Walter Hagen, then the most colorful golfer in the world, sponsor a beautiful course, and with the elaborate Rolyat Hotel and Club, a grand opera prima donna or two and the multi-millionaire August Hecksher as showpieces, put on the most dazzling show in town. The Uphams belatedly, on and off had a golf course at Shore Acres. Snell, a natural loner, made no effort to form a club. He just built a course, a super expensive Moorish clubhouse, served food, and he who would pay could play.

Taylor for the brief period before the blow up superbly used snob appeal and showmanship, had his course jammed, his hotel full, the bar packed three deep.

In 1916 the St. Petersburg Yacht Club was formed, adding a new dimension to the community, and an important one for a tourist and recreational city. A. T. Roberts was responsible for the Yacht Club idea becoming a fact. Roberts had been city editor of the St. Petersburg Times, became publicity director for the Fuller group of enterprises. He and his family lived on a boat in Central Yacht Basin, loved the water and boats and he was convinced a yacht club was of paramount importance to the growth of the city.

Roberts sold his idea to a small but powerful group of citizens and secured their agreement to sponsor the formation of the proposed club. They were: Major Lew B. Brown, who became temporary chairman, W. L. Straub, Ed T. Lewis, C. W. Springstead, Arthur L. Johnson, Frank C. Carley, George S. Gandy, Sr., H. Walter Fuller and Charles R. Hall. A drive for a minimum of 100 members at \$25 a year was overwhelmingly successful, the actual total running to slightly more than 150.

A permanent organization was effected on June 23, 1916 and the following officers elected; Frank C. Carley, Commodore, A. C. Butler, Vice Commodore, D. W. Budd, Rear Commodore, A. T. Roberts, Secretary, John D. Harris, Treasurer. The first directors, in addition to the officers, were: Brown, Lewis, Straub, Johnson, Gandy, Fuller, T. A. Chancellor, C. W. Roser, Roy S. Hanna, Dr. W. W. Davis, J. G. Foley, Robert Carroll and C. W. Greene of Tampa.

On August 26th the city granted the club a 30 year lease at the traditional dollar a year, with an option for another 30 years, building plans submitted by Architect George W. Stewart were accepted, and a building contract awarded to J. Frank Chase on November 29th. From the beginning the clubhouse was located at the foot of Central Avenue.

Temporary financing was arranged by 53 of the members, individuals and corporations, signing a joint note to the local banks for \$15,000.00 (a popular but highly dangerous method of financing community projects in those early enthusiastic days when the town was small and "everybody knew everybody.")

The club building was formally opened on June 15, 1917, all of the original officers and directors having been re-elected on June 11th. Bonds totaling \$20,000 were issued on August 9th; forty of the members buying a \$500 bond each and the \$15,000 bank loan retired.

The club was an instant success and a larger clubhouse soon became a necessity, and a major enlargement was approved April 22, 1921 and a new bond issue of \$60,000 approved and sold to the members. Architect Stewart drew the new plans also and Franklin J. Mason constructed the addition. The new clubhouse was opened December 22, 1922.

In this day of mass production of boats, easy to operate inboard and outboard motors, of widespread opulence and prosperity, it is difficult to realize how restricted was boat ownership at that time, and how relatively difficult and expensive their operation. Probably not a third of the original members owned boats. Then as now the social side of the club loomed large which was an important reason why the club finally survived through some dark and difficult financial periods. Actually the club was refinanced a couple of times, the original bond holders never being repaid. In one reorganization their bonds were wiped out by volunteer surrender in order to allow refinancing of the club. But through the years it has been a valuable civic, recreational and entertainment factor.

At the time of its organization, with the City economy in a near state of paralysis, its success rather dramatically illustrated the spirit of goodwill, cooperation, civic pride and optimism that permeated and dominated the town. In some ways these were the golden days.

This writer is the sole surviving original incorporator and member. He has been made an honorary life member because of that fact.

Chapter XXI

TOPSY JUST GROWED ON

During this period very significant strides were made not only in city streets and other municipal improvements, but in county highways; this last probably being the most important.

City bonds were voted on February 16, 1917, November 12, 1919 and June 18, 1920 for \$180,000, \$100,000 and \$448,000. The money was used mainly for major waterfront improvements including purchase of the long disputed Water Lot 4 (the municipal pier site at the Bay end of Second Avenue North), the Cooke property, (Albert Whitted) sewers, bandshell at Williams Park, Booker Creek bridge at Ninth Street South, city gas plant, enlargement of water plant; improvements and extensions to streetcar lines; fire department, comfort stations and white way street lights. A proposed issue of \$112,000 for streets in Waterfront Park was defeated.

But the big story was county highways. On June 4, 1912, shortly after the County was born, a \$300,000 county bond issue was submitted and failed 489 to 505 in a squeaker election, "down county" thinking "up county" was getting the big end of the stick. Boosters for county unity and the hardy auto fans kept up a publicity and educational campaign and on December 3, 1912 a slightly enlarged issue of \$475,000 geared more generously to down county was approved by a narrow majority. A shaky bridge was built at Seminole and the balance of the money spent on poorly built marl and shell roads, which rather promptly went to pieces. The bridge also eventually fell down.

Another try was made for brick roads with a \$715,000 issue in August, 1915. It passed 808 to 629 in a countywide vote, but was knocked out in the courts. Another election was held November 15, 1915 and this too carried but by a narrower margin, 827 to 754.

This writer has vivid recollections of this campaign, his first civic and political activity after college days. He helped organize a motorcade designed to cover in one day the approximate route of the proposed 75

miles of 9-foot brick roads. It was a long hard day, the tired motorists getting home late that night. Never will it be forgotten the acute embarrassment of this writer, who had a post of honor third in line; Noel A. Mitchell being in the first car, complete with leather puttees, professional chauffeur, the famous midget Andy with the biggest automobile in the County, E. B. Willson of Willson-Chase second, and this writer third. Mr. Willson had lost a wheel turning a curve on 78th Avenue North in Pinellas Park. But that was a trifle compared to the Fuller tragedy. Along about where Park Boulevard would now intersect 66th Street (Haines Road) he became hopelessly dug in while attempting a tough stretch of sand. (Playing smart aleck he tried to do it in second. It was a Buick, Mr Adcock.) The whole procession was stalled for a good half hour. Oh, the shame of that day!

In these days of lengthy condemnation procedures, tedious waits for completing engineering plans, tortuous wending of "projects" through county and State Road Department priorities, it may come as somewhat of a surprise to learn that the election was November 16, 1915 and the roads were completed and officially dedicated in exactly one day short of a year. W. A. (Bill) McMullen was the engineer. The bricks were laid on the bare sand — or the muck — right of ways were used as found, many a corner being turned at right angles, and if the right of way was 60 feet wide, fine, if not, 50 would do, in fact sometimes 40 feet "did."

And this writer is eternally proud of the fact that he joined a vociferous group of ladies, who screamed and shouted long and loud until the county commissioners split one of the roads to save a beautiful group of oaks. You can see them to this good day in the middle of the road along by the Kapok Tree restaurant. No self respecting engineer would tolerate such foolishness today.

Pinellas was that proud of its 75 miles of brick road! Even if they were only 9 feet wide. And well they might be. It was the longest and best system of



Original club house of city's first country club and golf course.

good roads in the entire state! Except for a stretch from Jacksonville to Lake City, it was the only county (there was no state system) system of brick roads in Florida. Soon after, Polk County completed a longer, but just as narrow system of sheet asphalt roads, regretted the construction almost as soon as they were finished, because they promptly fell apart.

Little dreaming what a flood of automobiles Ford and others were planning to loose on the American people, the boosters of 1915 would have been amazed to be told then that within five years they would regret their lack of wisdom. But so it turned out. For in roads, as in many another field, Floridians and all other Americans were caught totally by surprise by the sudden revolution in transportation.

Soon more and more frequent "passings" on the 9-foot paths with the outer wheels of both automobiles going over the curb, dug ditches in the sand just beyond the curbs. Soon these ditches became dangerous as more and more crank cases cracked as they thumped down on the concrete curbing.

Another issue was soon shaped up, submitted on August 15, 1922 in the sum of \$2,695,000. But that original one was also heavily weighted in favor of up county, and the Evening Independent led a fight that defeated it 1,657 to 1,234. A wiser and fairer program was approved June 5, 1923 for \$2,863,000 by a 2,708 to 403 vote. These roads were 16 feet wide. And believe it or not, the old bricks were taken up and re-used but with base under them this time. In some places however, where there was good base, the original 9 feet were allowed to remain; 3 1/2 feet being added on each side. And almost equally unbelievable there is one piece of original 9-foot road north of Anclote still in use, and several stretches of the 16-foot roads.

The sharp contrast between 1923 and 1967 is shown in that the citizens of the city and county are told today to be patient for four or five years and along will come Interstate 4 with right of way costing almost as much as the paving, compared to literally not a dollar for right of way for the 9-foot system, and trifling sums for the 16-foot system. And in some stretches, Interstate 4 will cost more for one mile than all of the 150 miles of 16-foot road.

How rapidly the world has changed in 43 years! The automobile revolution was well under way in 1923, but none could foresee what it and the airplane would do in less than half a century.

Going back to our base of 1914-1918 the streetcar still loomed large. But hardly had the promoters finished expanding it before the bondholders started foreclosing. Certainly this writer cannot claim (his grief at being of the group that was losing it being still green in memory), that at that time he dreamed he would live to see the day when the streetcars had long since vanished to become but a faint legend to Moderns.

The extension to Bayboro had opened January 5, 1911. Snell took it out 2nd Street by circuitous routes to 22nd Avenue North by April 18, 1912; Fuller took it out West Central to 28th Street by February 10, 1913 and on to the Jungle Prado by late that summer; F. R. Kennedy and associates took it to Big Bayou on March 12, 1914. Each group paid the cost of installation, gave the tracks to the Company on its guarantee to give certain minimum service.

The line went into friendly receivership on April 29, 1918 and was turned over to Charles M. Allen, liquidator, on May 3. On April 7, 1919 the property was sold at foreclosure sale and bought in by the

creditors, mainly Jacob Disston, for \$165,000. The city took an option to buy and started operating the following July 1. On August 30, 1919 the voters approved 350 to 103 a \$250,000 bond issue, \$175,000 to pay for it and \$75,000 for improvements. A loop on First Avenue North between 2nd Street and 6th, with new waiting rooms at Williams Park and at 6th and Central were added. But all in vain. The 1925 boom had hardly ended before the city started converting to buses. On June 5, 1926 it placed 8 buses on the Lealman run. In 1936 active conversion to buses started with the purchase of two new buses and from then until 1947 new ones were added almost every year and on October 21, 1947 City Council voted 5 to 2 to convert entirely to buses by December 15. On May 7, 1949 City Manager Ross Windom made quite a ceremony of a "last" ride by streetcar from 6th and Central to Gulfport, the trip starting at midnight. This writer was one of the guests. The last car at the end of the trip was pretty well stripped by souvenir hunters.

The streetcars never really earned an honest operating dollar in their entire existence. A bookkeeping "operating" profit was claimed in 1909-10; in 1916 and under the city in 1940-41 and 1945-46. But it is doubtful that depreciation and interest on investment were figured. This writer has the

dubious pleasure of remembering that he managed the line in 1916 and substantially increased income by — believe it or not — adding a 35 cent "rubberneck" tour of the complete line, complete with "barker" and with refreshments sold at each convenient turn-around point.

However, the cars did make their contribution to expanding the city and helping tourists to get acquainted with such favored spots as the pier, Pass-a-Grille, Big Bayou, Coffee Pot and Boca Ceiga Bay and Johns Pass. But primarily from the beginning their real role was to promote the sale of real estate, which they ably did until rubber tires replaced steel wheels.

Lastly, there was a valiant effort in this World War I pause to make St. Petersburg more accessible to the world by building what became the world famed Gandy Bridge. This writer had a small and innocent hand in triggering that great adventure in expanding the St. Petersburg horizon.

That happened this way. The normal pleasant flow of Yankee dollars from lot sales having dried up every person dependent on the St. Petersburg economy for a living was sharpening up established ways of garnering tourist dollars and seeking new ones. The Fuller enterprises for instance established picnic areas at the ends of the various streetcar lines, advertised fishing,



Aerial view of the new country club and golf course 1926. Now the Admiral Farragut Academy. The golf course is now a sub-division.

bombarded the various state tourist societies to sponsor day ride excursions on their Bay steamers.

In that day the various state societies loomed much bigger in the tourist trade. Tourists came mainly for a long winter stay. They enjoyed themselves more, felt at home more comfortably at the frequent meetings and affairs of their state societies, some of which had huge memberships.

Promoting the tourist theme, the publicity department of the Fuller group, in the summer of 1916, made an effective map — the first such — showing the entire Tampa Bay area and highlighting the points of interest. This writer and the Company's chief engineer, C. E. Burleson, later County Engineer, showed the draft copy to H. Walter Fuller for final approval.

After a quick glance at the map and apparently on a sudden impulse, he put his finger on 9th Street and Central and said to Burleson:

"Burleson, draw a dotted line here and mark it proposed streetcar line." And he drew a line running out 9th Street to about 90th Avenue North and then swung it to and across Old Tampa Bay on approximately the route of the Gandy Bridge of today.

A hundred thousand of the maps were ordered, printed in color, a very advanced proceeding for that day and placed in the streetcar-boat line waiting room at the southwest corner of 5th Street and Central. At that time George S. (Pop) Gandy, Sr. and family lived in a luxury apartment on the second floor of the inner of two wings that extended from the Plaza Theatre to Central Avenue, the Fuller offices occupying the entire two stories of the outer and corner one.

"Dad's" customary morning habit was to stroll up and down Central Avenue in front of the two buildings for a constitutional. The erect, vigorous figure was familiar to most local citizens, the waiting room being perhaps at that day a more frequented central gathering place of people than any other spot in town. And customarily jutting straight out from the luxurious beard was a long, thin, very expensive cigar. Usually Mr. Gandy strolled into the waiting room, to pass a "Good Morning" with this writer who was serving an apprenticeship on the information desk. His attention was called to the new publicity map and he went out unfolding one.

In a few minutes he marched in, striding rather than strolling, as was his wont.

"What do you know about this?" he asked, pointing at the dotted line on the map. He was told how it happened to be there.

"H-mm," he said. "Is H. Walter in?"

Told he was, he and this writer went to the big front office upstairs.

Without any preliminary he asked:

"Who is going to build this street car line, H. Walter?"

And equally prompt, the reply was:

"Why not you and me?"

"Uh-huh. H-mmm. The boys (Al and George Jr.

(Gidge)) and I will take the boat and look the situation over," he said and departed.

Several days later he came back and in the presence of this writer, with only the briefest preliminaries asked:

"What proposition do you have in mind?"

In a surprisingly few minutes it was agreed that a company or companies would be formed to build a streetcar line, connecting St. Petersburg to Tampa; that the Fullers and Gandys would put up organizational and promotional money fifty-fifty; that the Fuller organization would handle the preliminary engineering work, the securing of a right of way and the routine legal work. Mr. Gandy of course would decide the details of the streetcar line; and in cooperation with H. Walter's brother, C. Paul of Tampa, negotiate trackage and operational contracts with the Tampa Electric and the streetcar company, then controlled and operated by the Stone & Webster utility empire of Boston; Peter O. Knight, economic and political giant of Tampa, being local general manager.

Surprisingly quickly two companies were formed; The Gandy Bridge Company, and the Bay Construction Company; two Fullers and three Gandys being directors and officers of each. A satisfactory perpetual charter was secured from the Florida Legislature in the Spring of 1917. Highly favorable arrangements were made with the Tampa utilities to have the terminal point a circle of tracks around the Hillsborough Courthouse, then located between Franklin and Florida Avenues on the north side of Lafayette Street. The cars would come into Tampa on the Bayshore track of the Tampa street railways. Stone & Webster agreed to handle the bond financing on extremely liberal and economical terms.

Years later this writer asked Peter O. Knight why his company made such a friendly, favorable deal with a competing line. His prompt answer was:

"I knew your father and Gandy would probably build it, that eventually your father would go broke and Stone & Webster could then take it over at a favorable cost." There were honest pirates in them days.

This writer secured without cost to the County a right of way 100 feet wide from 38th Avenue North to what is now the Gandy Bridge head for Fourth Street North, the decision having been made to have the tracks extend out 4th Street instead of 9th. Deeds were secured from the Florida Internal Improvement Board to a strip of water bottom across Old Tampa Bay at the desired location. Everything seemed set to build the bridge. It had been realized at this point that eventually automobile tolls would prove more profitable than streetcar fares and provision was so made in the charter. Many people have asked this writer why for many years streetcar rails were embedded in the concrete floor of the bridge. The reason was that the original franchise required a streetcar line and when the bridge was eventually built it was decided it would be a wise legal precaution to build

in the rails although all thought of actually operating cars across had been abandoned. There was a thought however that considerable rental revenue might accrue should the A. C. L. Railway desire to establish a railroad shortcut between Tampa and St. Petersburg across the bridge. In 1914 the Tampa and Gulf Coast Railroad had been promoted from Tampa to St. Petersburg. This was rather promptly acquired by the S. A. L. and as a result the A. C. L. was hurting from the competition for the rich tourist passenger business into St. Petersburg. The eventuality of a railroad crossing, of course, never materialized.

It might interest the reader to know how the exact route of this first bridge connecting St. Petersburg with the outside world was determined. This writer conceived and directed this rather primitive and unorthodox operation. Several thousand long wooden laths, then used as the base for plastered walls, were secured. Pieces of short sections of laths were nailed crosswise just a foot from one end of the long laths. Operating from rowboats the workmen drove three lines of the laths at guesstimate-selected points across Old Tampa Bay shallows on each side of the main ship channel. Each lath was driven down to the cross piece. Then at dead high tide rags were tied around each lath at the water level. The stakes were then pulled up, being carefully kept in three separate piles, the total number of feet between cross pieces and the rags on all the stakes carefully computed. The line of laths that showed the shortest total length was obviously the shallowest. And that one was selected as the route for the bridge.

Everything now appeared all set. Total promotional expense to this point was \$22,000.00 and this was paid equally by the Gandy and Fuller groups. But calamity descended suddenly from a totally unexpected source.

World War I brought but few restrictions on the economy. One of the very few was a Washington created Board and from that Board any new project in the nation costing more than \$250,000 had to secure a certificate of "Convenience and Necessity," and to the amazement of the promoters the Board refused such a permit. All the considerable political influence the group had failed to budge the Board.

Of necessity the project had to be put on ice. The Fuller Enterprises soon thereafter went into bankruptcy and their interest in the venture was acquired by Mr. Gandy for \$400.00 and \$100 par value of stock.

The actual eventual construction of the bridge is another story for a later chapter.

A few personal experiences of the writer will perhaps best convey to the reader how really dead was the vital real estate market in St. Petersburg beginning in 1914 and continuing to 1919.

One deals with the first and almost the only lot the writer sold during this period.

He reported from college in August, 1915, after having consciously trained himself for several years to join the Fuller group of enterprises. He arrived full of youthful hopes and enthusiasm on a day of turmoil

and trouble, occasioned by a small hurricane that brushed by Pinellas with but minor damage, but it had stopped steamer service. Streetcars were barely operating; for instance at what is now Central Plaza and then was the Goose Pond, water was three feet deep across Central Avenue and cars could not cross.

H. Walter Fuller was in Philadelphia busily engaged in renewing bank notes and seeking to float more. His faithful and highly competent associate, Captain J. W. Johnstone, was in charge. It was a hectic day. At its end the Captain apologized for ignoring the fledgling, remarked that after a good rest over the weekend he would start teaching him the business. During the weekend he had a stroke, never spoke another word before he died shortly. The "Captain" was by virtue of owning and operating a tramp schooner between Tampa Bay and Key West and Havana.

James Wright Johnstone was in capsule the story of America. Born in Stirland, Scotland, as a youth a soldier stationed at the very same castle at which Robert Bruce made history and legends and helped mold the image of the laconic, heroic Briton; he married his Maggie, came to America as an immigrant. He stepped off a steamer at Bradenton one day with literally all his worldly possessions in a cloth-wrapped bundle on his back.

James homesteaded 160 acres of land on Perico Island, which faces on Sarasota Bay soon before it melds with Tampa Bay. A large part of the homestead was a huge Indian shell mound crowned with a huge oak tree. Around its 4-foot thick trunk he built his home, a rough U-shaped shanty. His Maggie developed a fear of snakes whereupon he built a pier into the water and built another home on pilings 150 feet out in the Bay.

In these two houses this writer spent many of the richest days of his life. That is, in the bay and on the edge of the gulf beyond Anna Maria and the bayous back of the "Greak Oak" and in the woods and the grove, and the mangroves and on the oyster bars.

Years later on an unhappy day of progress it developed that the Great Oak stood within the right of way of Manatee Avenue in Bradenton, which the engineers decreed would be the extension of a causeway to the Gulf. Duncan McGregor Johnstone, one of the four children of James Wright, heard of the plan involving the road and the oak, looked up the owner, offered to pay him \$15,000 for the Great Oak and an acre of land on which it stood, provided the county would accept a gift of the land, make it a park and detour the road around it. The engineers stuck to the slide rules and their formulas.

But as long as the son of an immigrant will offer to pay thus in terms of money to honor the dreams and memories of childhood in this land of the free, this country is in good hands and no great harm can befall it.

Captain Johnstone became H. Walter Fuller's right hand. He was canny and practical and shrewd and loyal. But here he was dead and an Empire was floun-

dering, and an inexperienced youth was suddenly in charge.

That fall and winter and the following spring this writer tried to learn to be a real estate salesman. One brief incident will perhaps best portray the bleakness of that unhappy pause in the march of St. Petersburg toward becoming a great city.

Dutifully almost each day he took his turn trying to sell lots to the prospects dredged up by the Bird Dogs the Fuller organization had planted in every hotel in the city. Days stretched into weeks, weeks into months and never a faintest sign of a sale.

One day the fledgling salesman had a glimmering of an idea. He decided to pick out one particular lot in Davista (now Pasadena) where the sales pitch was being concentrated, and compile every reason, sound, plausible or fancied, why that one particular lot was the very best buy in the whole development. The next prospect turned out to be a man named Wells, who, it may be said, became a firm friend of the salesman for the remainder of his life, which he lived out in Davista.

The salesman drove straight to the lot, delivered his recitation, and then to his complete confusion Mr. Wells quietly said:

"All right, I'll buy it."

This completely confused the salesman and he blurted out:

"What do we do next?"

Mr. Wells smiled and answered:

"I would suggest we drive to your office and I'll give you a check and you can have someone draw up a temporary contract."

And thus was made the first sale of the fledgling salesman.

But it was no go and the empire collapsed.

Suddenly it was November 11, 1918 and the war was over.

And on that delirious day in the then quiet and unhappy small town of St. Petersburg not a soul suspected that looming soon ahead were the fabulous, fantastic days of the great land boom of '25.

Unconsciously, without any central plan, under the uneven drive of competition, fitting dreams to the terrain, matching shrewdness with ignorance, playing off avarice against ideals, the Builders and Officials had built the framework of a great city, a framework that could survive the follies and extravagances of the boom, a framework that was in many particulars fleshed out by its events, which is the story of the next chapters.

Chapter XXII

THE GREAT LAND BOOM

The great Land Boom of 1925, which eventually became money madness, the most spectacular Florida event of the 20th Century, began as far as St. Petersburg was concerned Aug. 26, 1920. Nobody was aware of that fact. No generally accepted explanation of the Boom — when it started, why it started, when it stopped, why it did, whether it was good or bad, has ever been agreed upon. No one “great” book has ever been written about it — or a hurricane — a boom defies explanation, analysis or description, and who can or has described a hurricane? They are so big, they start so suddenly and violently — apparently — and stop so mysteriously, they defy description even to those who experience one and excite only disbelief in those who haven’t.

Nonetheless, there follows a report by one who saw this 1925 Boom start, benefitted rather spectacularly from it, played a not too small part in it and was eventually done in by it despite what he thought, at the time, were early and wise safeguards against just such a contingency.

Here was a boom started and nobody was aware of it. A recital of the prosaic facts probably sound totally unimpressive and mayhap a mite ridiculous. For on that day, Aug. 26, 1920, two families, just arrived in the Sunshine City, pitched tents and camped on a block of city-controlled property at 18th Street and Second Avenue South.

In that late summer, 22 months after World War I the St. Petersburg economy was sick and unhappy. Then suddenly months before the normal tourist season started, St. Petersburg in common with most South Florida tourist spots, was invaded by a larger number of tourists than the city had ever seen, particularly at such an unseasonable time of the year.

Tent City Is Created

These two families could find no accommodations. The Chamber of Commerce Placement Bureau could find no rooms and appealed to the mayor. The mayor, spectacular Noel A. Mitchell, a

resourceful fellow, promptly dreamed up “Tent City.” He installed sanitary facilities a la chic sale, invited one and all to use the grounds free. These two families either had tents or made do with their cars for sleeping quarters.

Two days later there were 20 families. Five days later there were over 50 families. Two weeks later there were 125 families. A considerable number had tents. Others had or bought tarpaulins, using one side of their cars to help form makeshift, lean-to shelters. A surprising number came in trucks on the rear of which homemade camper facilities had been built although the word “camper” hadn’t evolved at that time. Many brought cooking utensils and camping equipment.

Where had they come from and why?

The Background

When that 1914 bomb exploded in a small Balkan country and World War I started, the United States was caught flatfooted, industrially, politically and militarily. The country, spurred by self interest, strong ties to England and France, sprang into a fever of production of ships, war munitions and foods of endless variety. The footloose, the poor, the skilled, the unskilled and the patriotic streamed out of St. Petersburg and South Florida to the factories and ship yards and farms, and into the Armed Forces. Everyone was busy. It was unpatriotic to be idle. Wages soared far beyond any previous experience. People worked five days, six days, seven days a week; long hours with much overtime. Vacations were forgotten. Civilian goods were often scarce and expensive. People earned more but spent less, percentagewise, than within memory.

The war ended rather suddenly Nov. 11, 1918. But that signalled no letup in the economy, only a sudden change, as the new and expanded industrial might of the country hastily adjusted to supply the pent-up demands for civilian goods.

In that day there were no swarms of governmental or private economic sleuths tabulating, measuring,



Thomas A. Rowe (R) one of the early and great Architects of the 1925 Boom. His masterpiece was the Don Cesar Hotel.

riding herd on money, manufacturing, production. Thus, with frightening abruptness, civilian demands for goods were soon satisfied.

There was no unemployment compensation, no welfare, no generous severance pay programs, few private or governmental pensions. Factories closed in waves in August, 1920. There was sudden, widespread unemployment, a brief panic. Then came price readjustments and a measure of stability but a sharp drop in employment.

Most of the recently employed had pockets and bank accounts plentifully supplied with money. Quite importantly, a man named Henry Ford had developed mass production of very cheap, very good automobiles. For a while they sold as cheaply as \$400, but usually around \$600-\$700.

The American people looked around, discovered the "Family Ford" and said, "Let's take a vacation." An enormous percentage of them decided Florida was a good place for that; what difference if it was mid-summer? So the family piled helter skelter into the Family Ford and headed for Florida, good roads or no.

A personal experience of the writer involving Henry Ford and the original great Philadelphia merchant, John Wanamaker, may be of pertinence. Wanamaker had spent the winter of 1916 and 1917 in St. Petersburg and Pass-a-Grille, tying up his palatial



Handsome Jack Taylor and wife posing by their private railroad car — 1925.

yacht at the Pass-a-Grille Hotel, with which the writer was connected by ownership and management. By this mischance he became well acquainted with the great merchant prince. One day Old John told the writer this story:

Wanamaker and Ford

Wanamaker was the great originator of the "money back if not satisfied and no questions asked" policy to store customers.

"When the manufacture of automobiles started our store stocked them just like any other popular merchandising item," the old merchant said.

"I was having endless trouble with them. They were high priced. They were continually breaking down. There was an increasing stream of unhappy automobile buyers coming into the store. New parts frequently didn't fit. There were frequent changes and repairs were expensive and unsatisfactory.

"I was in my office one day, debating with myself about this matter and had about decided to discontinue the sale of automobiles when Henry Ford and his partner called on me.

"Mr. Wanamaker," Ford said to me, "We have great news for you. We are going to make a bigger and more expensive car this coming year and we want to renew our contract with you for your coming year's supply of our fine new car.

"I explained to the two that I had at the moment been thinking of the store's troubles with automobiles and that their announcement that their new cars would be bigger and more expensive had enabled me to make up my mind that the store would discontinue handling cars.

"This greatly upset them. Ford stated quite frankly



Golf match between Bobby Jones and Walter Hagen on Pasadena course. Bobby Jones putting — 1925.

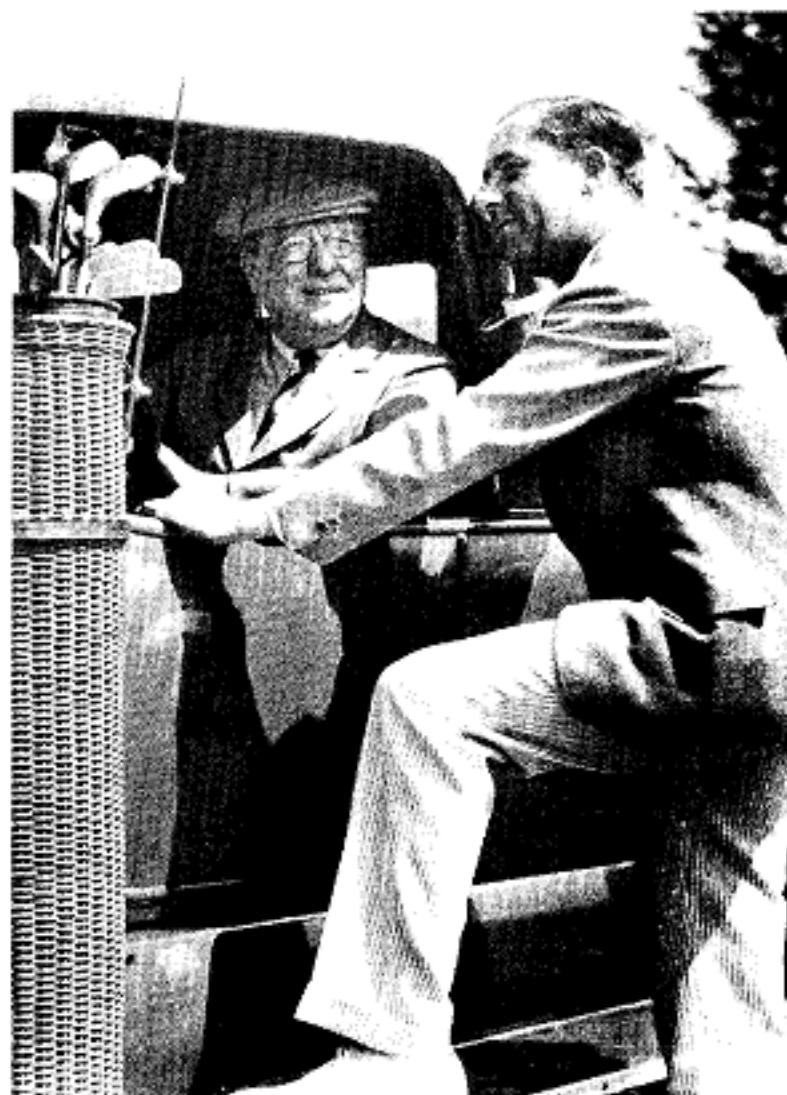
that they needed my contract to finance their coming year's production and failure to get it would be disastrous to them. But I refused to change my decision. I said to them: 'All you car manufacturers are on the wrong track. You constantly make your cars bigger and more expensive and are constantly changing them. What you should do is make a good, simple, small car; turn them out cheaply in quantity, make dependable parts that will fit any of the cars and quit changing them. Standardize.'

"They went away very unhappy. A few days later Ford came back and told me that he had decided I was right and he was going to do just that. His partner hadn't agreed with him. They had quarreled and he had bought his partner out.

"I then made a contract that was a turning point in not only automobile manufacturing but modern mass production in this country," Wanamaker concluded.

The truly great old man was not one to underestimate his part in any situation but this writer had no reason to doubt the essential correctness of Wanamaker's statements.

Wanamaker's presence at the hotel was for a peculiar and pathetic reason. He had had two sons, John Jr. and Rodman. John Jr. was the apple of his eye. On an Atlantic pleasure trip by yacht, with Robert Carroll, the son had died suddenly. From that time Wanamaker had spent the anniversary of the death with Robert Carroll. Usually Carroll went to John, but the Fullers had stolen him from the Tampa Yacht Club, where he was famed as host and manager and on his urging, the great John had come on his palatial yacht to tie up at the Pass-a-Grille hotel pier. Robert Carroll was a descendant of the Charles Carroll of Carrolton who was a signer of the American



The great Walter Hagen, standing, posing at Pasadena golf course — 1925.

Declaration of Independence. Sir Robert was bee busy charming the Tampa social crowd into deserting Indian Rocks, Lake Thonotosassa, the Pasco lakes and other popular summer spots for Pass-a-Grille.

The Ford Invasion

So here in 1920 came the Fords streaming into St. Petersburg. Even before "Tent City" was born, authorities tried to cope with the flood. The local National Guard loaned its tents and many visitors were sheltered briefly — and very unsatisfactorily — in National Guard tents in Williams Park.

Public schools suddenly were faced with lack of living quarters for their teachers. An old unused school building was hastily turned into a dormitory for them.

The A.C.L. Railroad started its crack all-Pullman winter train from New York a full month earlier than it had ever done before.

City Hall announced that August, 1920 witnessed issuance of the biggest volume, dollarwise, of building permits in the city's history. Nov. 10 it also announced that its October utility income from water and gas was 75 per cent greater than October, 1919. Building permits for 1921 ran 64.6 per cent ahead of 1920, totaling \$4,608,820 — biggest year in the city's history.

J. Harold Summers announced the start of a new



Lobby of Rolyat Hotel, the crowning achievement of handsome Jack Taylor, creator of Pasadena, 1925. The word Rolyat is Taylor spelled backwards.

monthly magazine in the city, "The Tourist News," which enjoyed great prosperity and popularity during the Boom. Summers had drifted into the city on crutches after being cruelly injured in a truck crash while in officers' training camp.

Beach Bargain

International Realty Associates, a new corporation of nationally outstanding Realtors, formed to speculate and develop anywhere in the nation where booms appeared imminent or were in progress, bought St. Petersburg Beach from Wm. D. McAdoo for \$750,000, one of the biggest and most spectacular real estate deals in the area's history.

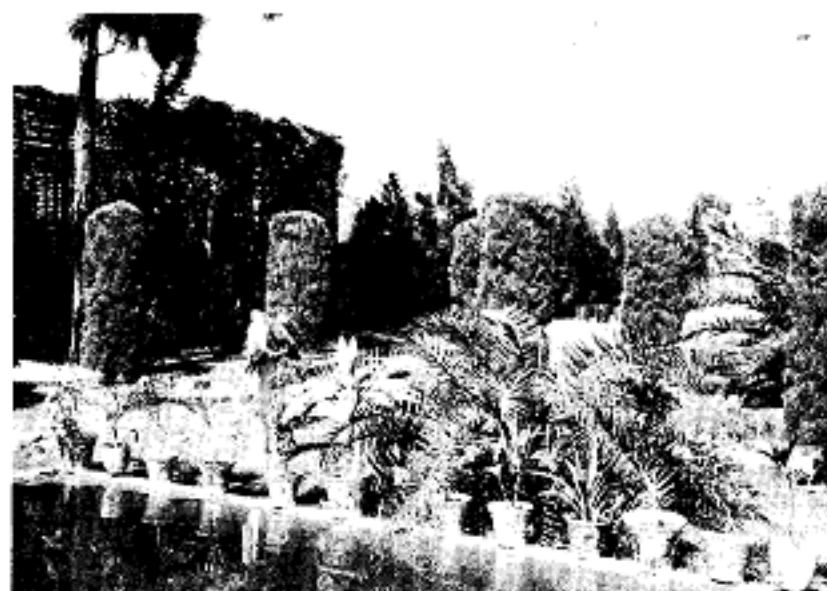
St. Petersburg Beach as then originally started consisted of about a third of the island at the north end, running up to Blind Pass. Interestingly Nate J. Upham, the only man to ever twice be president of the International Association of Realty Boards, was the International Realty Associates and he and his sons Neil and William eventually pioneered the development of Shore Acres. William survives in semi-retirement while managing extensive St. Petersburg Beach properties.

St. Petersburg was jammed with tourists, and the regular season hadn't even started!

It is significant that this swarm of people was a new breed of Winter tourists. They were restless, full of energy, frequently cosmopolitan rather than provincial as of yore; frequently in family groups rather than just grandpa and grandma; from cities more often than from the farms, notably younger than in the past.

The old crowd had come by train, brought trunks, frequently partly filled with groceries, rented a room or apartment and settled down to a sedentary, sedate routine for the Winter. As St. Petersburg's jealous competitors truly said, the city had been a "tin can" tourist town. In fact, the favorite ill-tempered wisecrack was that St. Petersburg tourists arrived with one shirt and a \$20 bill and never changed either all Winter.

The vital difference, however, was in the mode of travel. Prior to the 1920's practically everybody arrived by train. "Meeting the trains" was the great ritual of the town, particularly by the runners and porters for the hotels. Registration of tourists at the Chamber of Commerce was encouraged and was popular with the visitors. It was an effective medium for contacting



The gardens and greenhouse of the Rolyat Hotel.

friends and acquaintances from home towns.

These registration figures revealed that a great change began at this time. Prior to 1920 about 80 per cent of the tourists came by train, 20 per cent by boat and auto. In a few short years the figures were reversed with 80 per cent arriving by automobile. The world had changed.

The Lodwick Influence

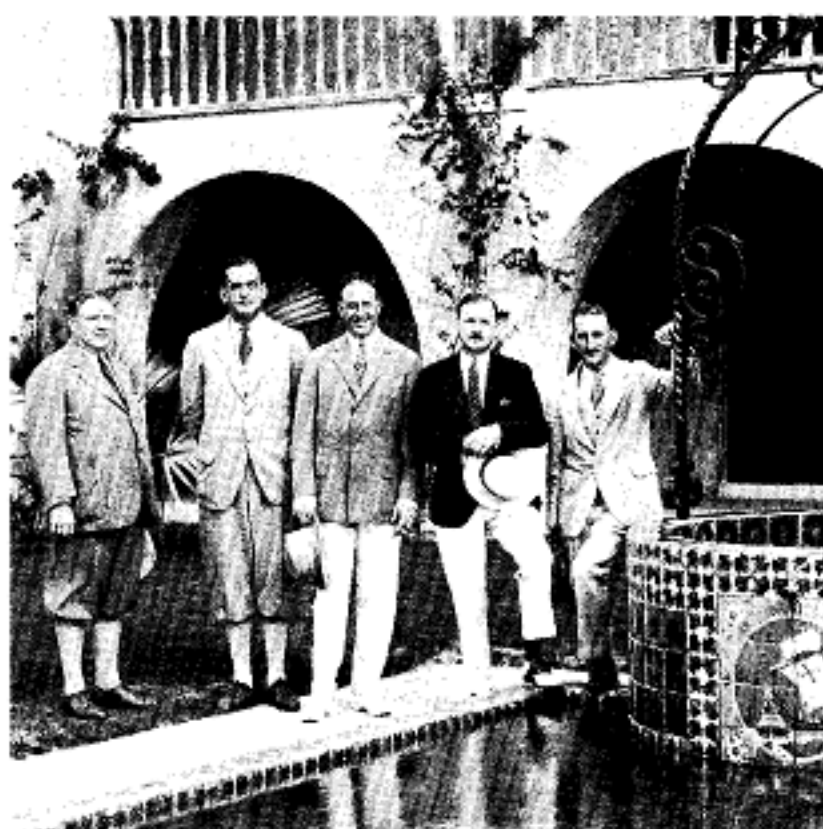
A considerable factor in attracting the attention of this new swarm of visitors to St. Petersburg was a publicity man named John Lodwick, a remarkable personality from Cleveland via Akron. His parents were from Wales. He had worked on Ohio newspapers, principally in Cleveland and primarily in sports. He had done promotional work in Akron.

Lodwick's employment by the Chamber of Commerce was completely characteristic of the man and his unorthodox way of operation. He drifted quietly into town some months ahead of the Winter of 1918-1919 and became a regular visitor to The Times newsroom where this writer was then toiling. Lodwick wrote and submitted bright little articles about this and that from the local scene. He never mentioned money, obviously was not seeking a job. He just loved newspapers, liked newspaper people and got along with everybody.

A regular port of call for this reporter was the Chamber of Commerce then directed by L. A. Whitney, an energetic one man "organization." One day, Lodwick invited himself along. In conversation with Whitney he began to suggest various ideas for attracting, on a national basis, more visitors. The essence of his plan was that it required no money for advertising, just a clever writer and incidental supplies.

Whitney could ill conceal his interest, nay, his excitement about the ideas. Finally, he did exactly what Lodwick had hoped in the beginning he would do: Asked John what pay he wanted to direct such a program. John was ready with an answer, which was a proposal that was simply impossible to decline.

The Lodwick proposal was simplicity itself. He of-



Patio of Rolyat Hotel. Handsome Jack Taylor in the center.

fered to go to work for the Chamber, leave it to Whitney at the end of the season of 1918-1919 to decide what his services had been worth. Needless to say, the deal was struck. John went to work that minute, remained identified with the Chamber until the day he died in 1942. No one did more than John Lodwick to draw tourists to St. Petersburg during his tenure.

The Lodwick technique was as simple as it was ingenious. Mr. and Mrs. Jones would register at the Chamber from Small Town, Ohio. John's photographer would take their picture. Next day an article would be mailed to the local paper in Small Town with a picture of the Joneses smiling from a bank of palms, or maybe a tarpon leaping in the background, or playing roque or shuffleboard. Except for a "lead" paragraph with the names and the address changed, similar stories by the hundreds went out to other towns all over the US.

Another angle was sports promotion and of kinds never before thought of. For instance, for a number of years a "world's championship" horseshoe pitching tournament was determined before interested thousands at the waterfront. There was a "world's" checker tournament.

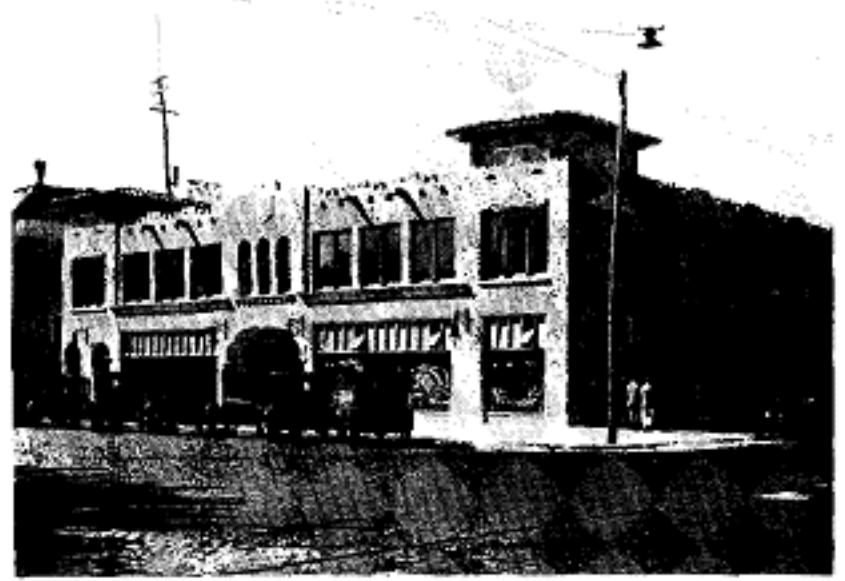
His masterpiece was the colorful, photogenic "millionaire bachelor" mayor, Frank Fortune Pulver, who one day strolled down Broadway in New York City, attired from head to foot in white and attended by several beauty queens. This stunt caused an historic traffic jam.

Housing Problem

But back to Tent City. Obviously, more housing was needed, but quick, in St. Petersburg; but of a kind different from the apartments and rooming houses of



Pasadena field office — 1925.



Downtown offices and Taylor Arcade, Pasadena 1925.



Aerial view of Snell's two great developments. North Shore on the left and Snell Island on the right — 1925.



Snell's downtown office. Originally called Snell Arcade 1929. Now Rutland Building.

the past. The new auto tourists wanted hotels — not American Plan hotels serving three meals a day, but do-as-you-please hotels.

Quick to take a hint, the entrepreneurs of the city obliged. At that time (1920) there was the conventional "traveling salesman" hotel, the Poinsettia; the venerable and historic Detroit, the Floronton (now the Toffenetti), the Huntington for the wealthy and the West Coast Inn on First Street South for the health faddists. (They drank from the "Fountain of Youth" which actually was an artesian well) and that was about it.

There developed a rash of new hotels. In addition to a considerable number of small ones, there were 10 major ones, all built in the brief span of five years — 1920-1925. No other major hotel was built in the entire Lower Pinellas from that boom period until Harry Playford built The Tides at Redington Beach in 1939. And while there had been brave and hopeful talk of a big downtown convention-type hotel for St. Petersburg for several years at the time of this writing, mid-1969, none had been started nor was there any reasonable assurance for one in prospect since The Tides. (Note: The Hilton opened in 1970.)

The changing emphasis to roadside motels accounts only in part for the lamentable long pause in St. Petersburg public accommodations. The principal cause was the loss, in these latter years, of that whoop-it-up, public spirited, optimistic attitude of St. Petersburg leaders such as prevailed in the first quarter of the 20th Century; the spirit that led 53 citizens to sign a joint bank note to build a yacht club, for instance. This was replaced by the cautious "banker"

approach, or the "let-George-do-it" spirit, or the "it won't work" attitude.

10 New Hotels

The 10 big hotels added about 2,000 rooms to the public accommodations of the community, for a total of 4500 during 1920 through 1925, plus 450 apartments, none over 30 units.

The 10 hotels were, in order of completion, the Soreno, Pheil, Suwannee, Mason (now Princess Martha), Pennsylvania, Dennis, Vinoy Park, Jungle, Rolyat, Don Cesar. (The Jungle is now a naval academy, the Rolyat a law school, the Don Cesar headquarters for Veterans Administration until 1968.)

The first, the Soreno, was built by Mr. and Mrs. Soren Lund, natives of Denmark, who sold the Huntington to J. Lee Barnes and his son, Paul, of Atlanta in 1920; bought the old Erastus Barnard homestead at First Avenue North and Beach Drive, and erected the 300-room Soreno, named for their son. It faces on Beach Drive between First and Second Avenues North.

The Pheil, now named the Madison and largely incorporated into the First National Bank Building, first built as a movie theater and hotel, has the most amusing history of them all. Started by Abe Pheil, a picturesque early citizen and mayor, who had made a modest fortune in the hard rock phosphate boom around Dunnellon at the turn of the century, was an early local dredger and contractor. With a compulsive fear of debt and fire, Pheil would not borrow a dime to build his building. He would do a contracting job, then spend what of his profit he thought prudent on his hotel, which he whimsically decided to make 13 stories high. To prevent any danger of a theater fire he built his theater backwards, with the screen in front so he could perch his projection room in a wart of a room stuck to the rear of the building high above the ground, with holes for projection light through the main fire wall of the building, with the dangerous flammable film safely outside the building. He took 10 years to finish his building and it was obsolete when completed.

The Suwannee came next, built by John N. Brown who came from Sumter County in 1899 and was from early pioneer Florida stock. His grandfather, Parson Brown, was the originator of a once famous Florida orange, named after him, the "Parson Brown."

Brown bought a cottage where the Suwannee now is and lived first in the cottage and later in the hotel from 1904 until he died March 31, 1951. Members of his family still live at the hotel, the ownership being entirely in the family. Brown came as express agent for the ACL, eventually had a distinguished public career, which included service as County Clerk, St. Petersburg city commissioner, St. Petersburg mayor, president of the Chamber of Commerce, president of the Ninth Street Bank, (now Union Trust National Bank). He was quietly the political boss of Pinellas County for a quar-



View within the Snell Arcade.

ter century. The hotel is on the northwest corner of First Avenue North and Fifth Street.

Princess Martha

The Mason (now Princess Martha) was the only one of the 10 that started with public ownership through sale of stock. The promoters were Franklin J. Mason, a retired contractor; Frank Jonsberg, retired Boston architect; James R. Bussey, attorney; E. B. Willson, of Willson-Chase. Sam Mann, a partner of Bussey, ended up as the eventual owner. The hotel, on the northwest corner of Fourth Street and First Avenue North, was modernized in 1967. The hotel was first named the Mason after the contractor, and a principal owner. The hotel became bankrupt, was bailed out by Wm. Muir, a wealthy winter resident whose wife's name was Martha, hence Princess Martha.

The Pennsylvania was built by Harry C. Case, who came to St. Petersburg from Philadelphia (Pennsylvania Oil) to run the streetcars, promoted a bank, was active in the West Coast Title Co. and then built the Pennsylvania. The family of ex-Senator Bond of

Kentucky eventually acquired it. It is located at 320 Fourth Street North.

Nick Dennis, an engaging, friendly and successful Greek restaurant and hotel man, built the Dennis. It faces Williams Park at 326 First Avenue North.

The Vinoy Park was built by Aymer Vinoy Laughner, member of a family of wealthy Pennsylvania oil people, who were active in local real estate and business circles for a number of years. Strictly high-hat, social and American plan, the hotel was the social status pinnacle for a brief span. It is the city's largest. It faces Tampa Bay on partly filled ground at Fifth Avenue North.

The Rolyat (Taylor spelled backwards,) now Stetson Law School, after having been a military academy for a while, was the spectacularly beautiful Spanish style climactic achievement of handsome, dashing Jack Taylor, promoter of the Pasadena subdivisions, and the town's chief architect of the frenzied lot buying climax of the 1925 Boom.

It opened in a blaze of glory, including among its guests a half dozen nationally famous people, golfers, baseball stars, actors, prima donnas and what not;

golfer Walter Hagen, baseball's Babe Ruth, Prima Donna Freida Hempel.

The Don Cesar, at Pass-a-Grille, for two decades the Veterans Administration headquarters for this part of Florida, was built by Thomas J. Rowe, of Ireland, via Norfolk, who made a fortune in St. Petersburg real estate during the Boom, built the imposing hostelry on the Gulf in gratitude for the city's bestowal of wealth on him, named it for his favorite Grand Opera character. It had 300 rooms, faces the Gulf of Mexico near the south end of St. Petersburg Beach. The VA departed in 1968 — to the Federal Building in St. Petersburg, leaving the Don's future uncertain.

The Jungle Country Club Hotel was built by this writer to operate in connection with his Jungle Golf Club, and as an effort to create, in the Jungle area, a complete complement of recreational and services facilities for the large residential area he was under-

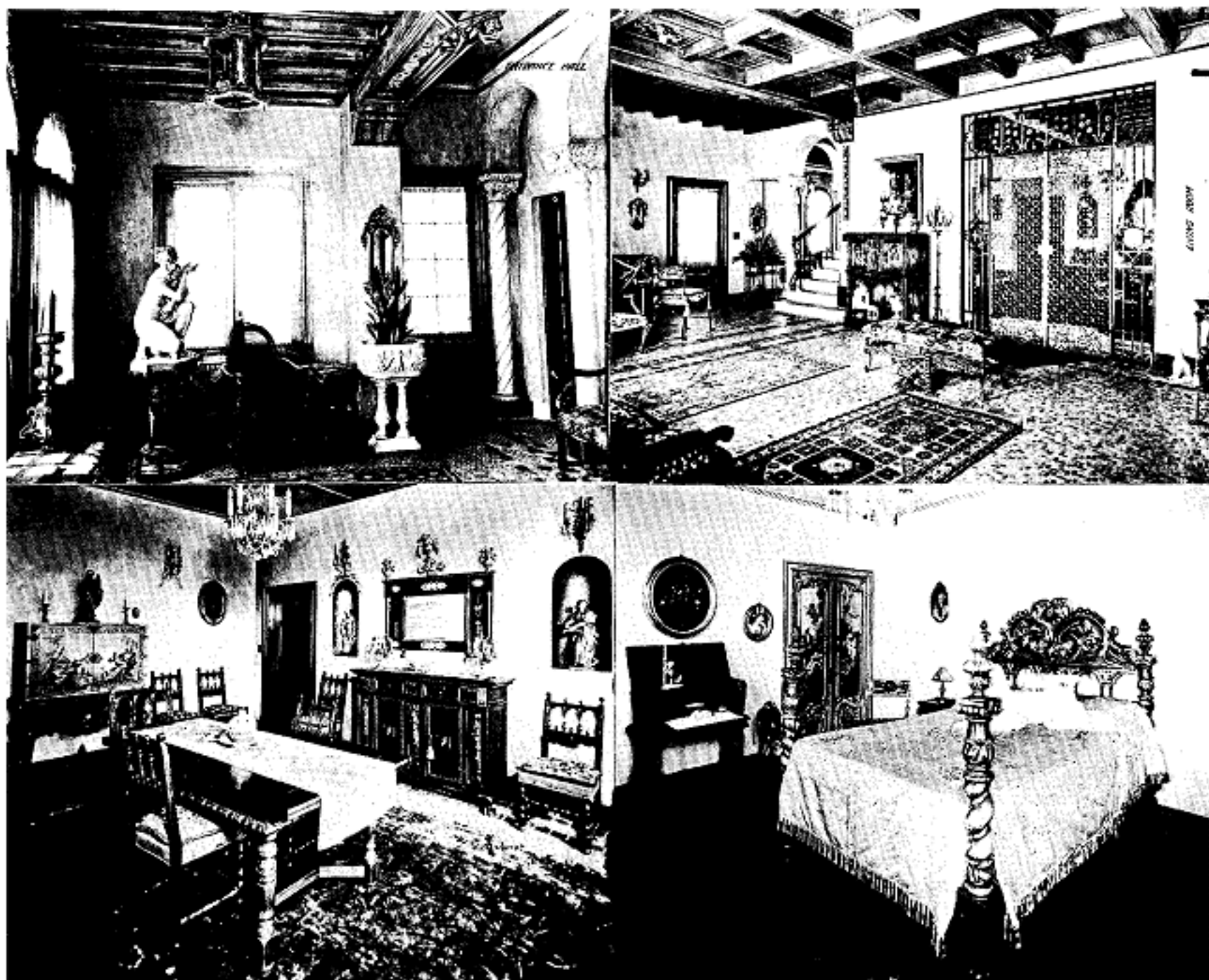
taking to develop. It is now Admiral Farragut Naval Academy. It overlooks Boca Ciega Bay at Park Street and Fifth Avenue North.

First Radio Station

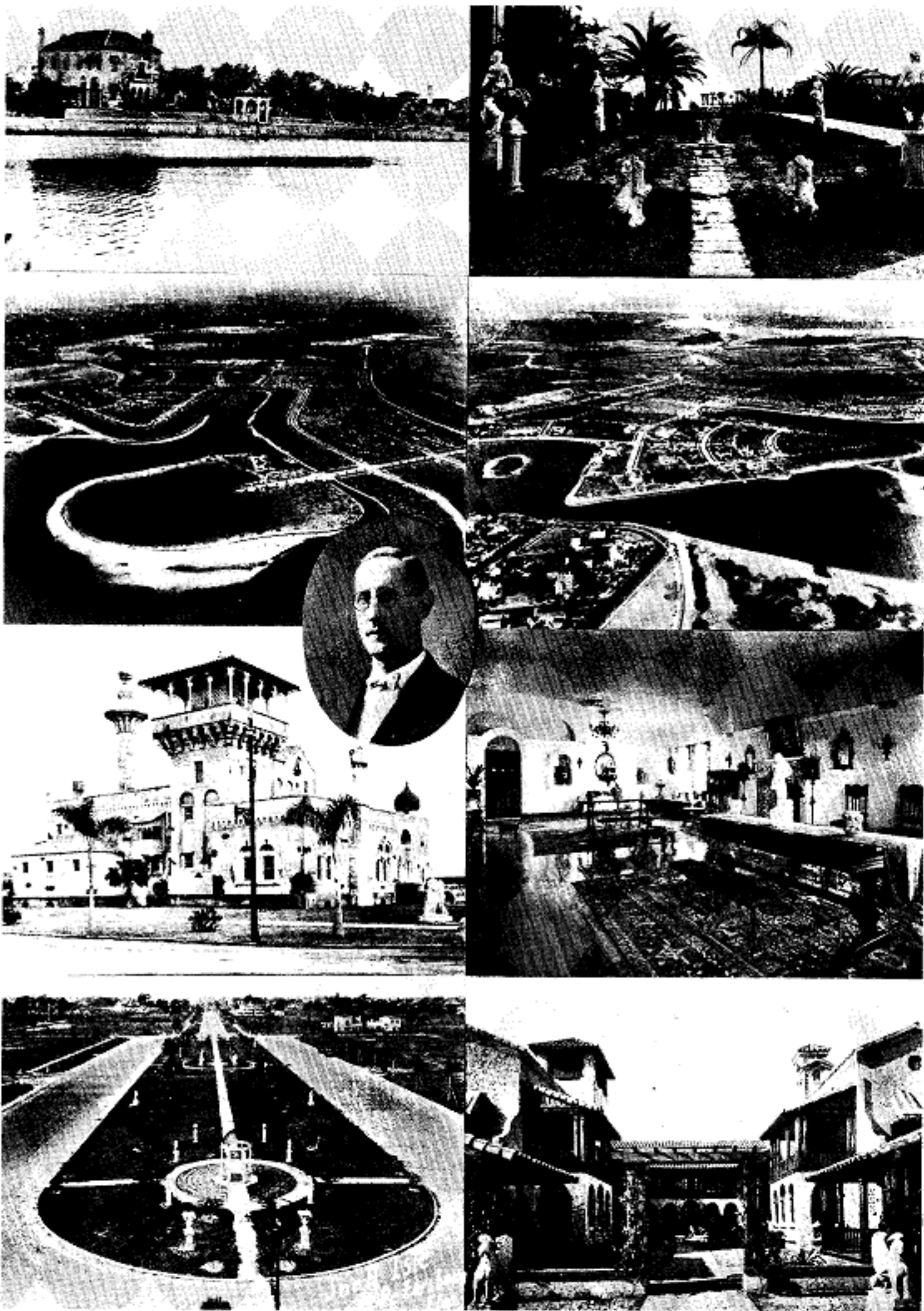
This hotel had the distinction of housing the first radio station to operate in the city, a station that now is known as WSUN.

Jack Dadswell, father of the Justice of the Peace Jack Dadswell, briefly ran a financial journal in St. Petersburg, acquired by trade a radio station, license and equipment, that first operated in Savannah, was on the verge of failing. He operated it at the Fenway Hotel in Dunedin for a while, left a sinking ship by trading it to this writer for a lot, and some \$2,000 in real money.

The Jungle Prado had been built to accommodate what was actually the first shopping center in the



The above photos are examples of European antiques and art that Mr. Snell spent millions of dollars acquiring.



Snell Island views 1925.



Early homes erected on Snell Island 1928-1929.

county, although the name hadn't been invented yet. It housed stores and services to meet the needs of a residential community; also the county's first night club, the Gangplank that sported the first use of terrazzo floors in this area. The experts were imported from Havana at \$50 a day to lay it. The club furnished rather excellent entertainment, elaborate food, by dint of extortionate boom time prices, managed to make money for a couple of years.

The radio station needed to be on the air only two hours a day to hold a license. This problem was met by dividing the Gangplank orchestra's work time between the Jungle Hotel and the night club. The music was broadcast, to a very small listening audience, one can be sure.

The station ultimately was donated to the St. Petersburg Chamber of Commerce, eventually going to the City. It later was sold to private owners.

Of the 10 original builders of these major institutions, only three received a profit from their investments and only the John (Suwannee) Browns retain ownership (in 1969) after four decades.

New Buildings

The tremendous upsurge of business that came with the early stages of the Boom revolutionized downtown and brought on a rash of new buildings. The 85-room Ponce de Leon Hotel at First and Central,

not quite big enough to rank with the Big 10 new hotels, was erected in 1922. And there was the Royal Palm in 1923 on Fifth Street South, recently demolished to make room for the nth extension of the Times.

A modern four-story expansion of the Willson-Chase Department Store was added at the northwest corner of Third and Central in 1922. This pioneer department store started as a modest business under Miss Beulah Chase, in 1905. It expanded in 1909 under the energy of E. B. Willson who bought in. It continued under the management of Jay Willson, a son, until it met evil days in 1964, became bankrupt in 1966 and was sold. It enjoyed continuous management under one group longer than any other business in St. Petersburg. (The First Federal recently razed it.)

R. H. Sumner erected his seven-story Sumner Building, later the Professional Building, at the southwest corner of Seventh and Central, which confounded the pessimists by succeeding handsomely. That was too far out, they said. But it was demolished in 1968 to make room for the glittering new Florida National Bank.

The six-story Hall Building went up at the southeast corner of Fourth and Central, the principal investor being A. R. Welch, a solid broker and a staunch Republican, who astonished the county and the state by being elected state senator in 1928, the

year Hoover swamped Al Smith. This was the first year a Republican was ever elected in Pinellas County. Another Republican, Dr. George Finch, stunned C. C. Carr, then a third owner of the Times and Chairman of the County School Board.

In 1925 the West Coast Title Co. ventured out of its field, erected an eight-story office building at the northeast corner of Fourth and Central, ran into difficulties, the building being eventually acquired by the First Federal Savings and Loan Association as its main office. It has undergone major renovation and several expansions in recent years.

An impressive group of buildings sprung into being during the magic year 1925. The Famous Players Theater, later the Florida Theater, at the northeast corner of Fifth Street and First Avenue South; torn down in 1968; the Florida Power Corporation downtown office at the southwest corner, the second big expansion of the St. Petersburg Times building a bit east of Fifth on First Avenue South, the YMCA at the northeast corner of Fifth and Second Avenue South.

A popular subscription campaign for the YMCA met overwhelmingly generous response from a Boom-rich business community. The building ran into bad money troubles when many a subscriber perforce defaulted amid general embarrassment when pay day

found the promisers frantically seeking grocery money in well nigh empty pockets.

Major enlargements were made to the First National (later Florida National) at the southeast corner of Fifth and Central, and to the Central National (now First National) at the southwest corner of Fourth and Central. The First went eight-stories high, the Central five.

J. Bruce Smith, a pioneer merchant, erected his six-story office building at the southwest corner of Third and Central. This building was enlarged and revamped into an apartment building in 1966.

Building permits for 1925 established an all-time record with a total of \$23,005,000 a figure not surpassed until 1949. One is startled to observe that the 1926 total was an impressive \$15,720,000. Although \$8,685,000 less than 1925 and in spite of the Boom being definitely over, it illustrates the lag between plans and the hammer and saw, and sadly, that man's hindsight is better than his foresight. But more on this in a later chapter.

These commercial buildings, together with the 10 big hotels constituted St. Petersburg's skyline from 1925-26 to the year 1967 without material change, a fact not prideful for those who love St. Petersburg.

Chapter XXIII

TRIGGERING THE BOOM

It is impossible and pointless to determine when the rapid and happy growth of the 1921-1925 period became sky blue promotion and not growth. In fact construction and conversation; performance and promise; money and monkey business; civics and chicanery intermingled throughout the period. Eventually showmanship and hysteria and cupidity overshadowed development and it became a boom. Generally and frequently more gaudy elsewhere, the same condition prevailed throughout all South Florida and eventually the Florida boom attracted national and even international attention and envy as well as monumental millions of restless money.

Two events, more perhaps than all others combined, triggered the St. Petersburg boom. One, promotion and construction of the Gandy Bridge, unquestionably more than any other one event, stimulated town growth and expansion. The second was strictly boom.

George S. Gandy, Sr. was principally and primarily responsible for the bridge that still bears his name. But in its promotion and construction the cast contained a varied and colorful crew, one in particular adding spectacular fuel to the boom fires when they started burning.

The second headliner event, starred I. M. (Handsome Jack) Taylor, promoter of Pasadena Estates. He too had a varied and colorful supporting cast.

But before the principal actors appear, it is well to quickly scan the stage; the then City of St. Petersburg, that is.

The physical land area of the city was expanded in every direction during the brief lot selling flurry prior to World War I, the main expansion being westward to Boca Ciega Bay to provide financial flesh for supporting and financing the extension of Central Avenue to the Bay. Snell expanded North Shore to the waters of Coffee Pot Bayou during that period, and Harvey and others pushed south to Big Bayou.

But those extensions were mostly bones without much flesh, although the land area totaled more than

52 square miles. But as people poured in despite the war, prior, during and after; City Government began to flesh it out, as previously detailed, by adding streets and utilities and the County contributed vital inter-city highways. Beginning even during World War I but stronger after, private venturers added golf courses in every direction, the community as a whole added a yacht club; John Lodwick endlessly promoted his odd and mostly fictitious "world" championships in checkers, horseshoe pitching and shuffleboard, which eventually drew literally thousands of winter people from the middle West and unto this good day put the solid, sometimes stolid, brand of the mid-western small town peoples on St. Petersburg.

John was a smooth promoter. He hailed from Akron, Ohio, came to St. Petersburg after a successful career as a newspaper man and sports promoter because of mild ill-health characterized by a slight deafness and acute discomfort from cold weather. He was soon publicity man for the Chamber of Commerce, his smooth promotion of himself for that newly self-created post, well documents his flair. He started hanging around the Times newsroom, where this writer labored, making himself useful, writing for free sparkling short articles for the paper. Carefully avoiding making a nuisance of himself.

One day, obviously having decided he had the feel of the place, he asked this writer to take him over to the Chamber of Commerce, where L. A. Whitney, a great pioneer in the Tamiami Trail and the A.C.L. cutoff, presided. Lodwick outlined a proposed publicity program, which raised Whitney's blood pressure that high. It was to promote nationwide the series of "world" championships mentioned above. Lodwick volunteered to run the deal. This brought Whitney back to the realities of money and his limited supply of same. So he cautiously asked the price for hiring Lodwick. And that astute man cinched his job with his answer.

"I'll do the job and at the end of the season you pay me what you think it has been worth."



George S. (Dad) Gandy, after whom Gandy Bridge was named.

Thus begun the career of the most innovative and rewarding publicity period in the history of the city. It was novel, lively; and competition was weak or nil throughout Florida. Lodwick's promotion of the city's famed bachelor mayor is legend.

Gandy fitted into this scene perfectly and at just the right time. His first wife was a Disston. He was persuaded to visit St. Petersburg by Jacob Disston, a heavy lender to the Fuller enterprises, to give advice and council on operation of the streetcar line, the boat lines and even the struggling local telephone company. Going in heavily for boating and yachting, carefully fending off the skilled efforts of H. Walter Fuller to involve him in his real estate adventures he nonetheless had his skilled fingers on the pulse of the business community, helped both Disston and Fuller.

When he saw a situation that fitted his "druthers" and appealed to him as sound, he launched into local affairs, and few if any had greater influence on the destinies of the community of his day. He wasn't a promoter, he was a cagy, thoughtful free enterpriser who liked long odds — usually and preferably with his own money — and the prospects of long profits.

The Gandy Bridge was too big, too risky even for his steady nerve and relatively long purse — hence public financing. He eschewed the risk of mortgage or bonds with fixed interest, chose a popular local stock-selling program, safe for him but also with a fair speculative shake for his buyers. He evolved a package which eventually became famous due to high powered publicity by his "front man," one Eugene M. Elliott. The stock package became a Gandy "unit," three shares of \$10 par cumulative preferred stock bearing

eight per cent — if earned — and one share of no par common.

Par value of the preferred was \$2,000,000 (enough to build the bridge) and 250,000 shares of no par common. Obviously 66,666 of the common shares went with the preferred to form the "units"; leaving 183,334, or a controlling equity, for the promoter and his close associates and Elliott; a not unreasonable division.

Eugene Elliott

Eugene Elliott was about the most colorful, tempestuous, super-energized man ever to grace the St. Petersburg stage. He grandiosely claimed he had "underwritten" the stock issue, which was contrary to the facts. He merely undertook its sale. He imported a large and gaudy crew of high pressure salesmen, and put on a great and successful show indeed.

Units initially were offered at \$32.50, meaning only \$2.50 for the common share — which helped on Elliott's expenses — but in well-timed, super-publicized warnings, the price was steadily and rather rapidly advanced. At the very last they were offered at \$55, an excessive price of \$25 a share for the common.

When sales had put a comfortable \$1-million cash in the bank, and sales were brisk, Gandy started his bridge, finished it and opened it with much fanfare, with Gov. Cary A. Hardee cutting the ribbon Nov. 20, 1924. The original deal with Elliott was made Sept. 12, 1922. Fast action indeed, the opening being accidentally timed just right for maximum boost to the then roaring Boom.

Practically all of the stock was bought by St. Petersburg and Tampa people. Young Jack McBean, son of a Philadelphia bank president for many years deeply involved in St. Petersburg financing, headed the construction team. A crew of surveyors and engineers loaned by the Fuller organization and headed by two brothers; E. C. and "Skeet" Burleson, picked the route and continued under McBean. Small dredges locally owned pumped the causeways. Dad Gandy and his two sons and a son-in-law supplied the management.



Mr. Gandy selling the idea of the bridge to newspaper people — 1923.

19 Years Of Tolls

The Gandy Bridge operated as a toll bridge just seven months less than twenty years, being taken over by the United States Government at 1:30 P.M., April 17, 1944, under direct orders of President Franklin Roosevelt as an emergency war measure. MacDill air base had been activated and a very high percentage of the military personnel lived in St. Petersburg and the Beaches. Tolls had been cut voluntarily to 65 cents plus 10 cents a passenger prior to this. A second reduction to 35 cents flat was forced by this writer in 1941 as a part of his crusade to construct U. S. 19 and to make St. Petersburg accessible by toll free highways. This reduction came as the climax of a bitter fight which ended up before the Railroad and Utility Commission, now the Public Utilities Commission; Fuller and his forces asking for a flat 25 cents, Gandys wanting the status quo. The Commission compromised at 35 cents. But the Commission held the case open for review at the end of one year and the taking of such action as the earnings under the reduced rates dictated.

This writer was delighted that his check of the earnings revealed an approximately 10 percent increase at 35 cents over the previous 65 cents. He applied for a re-hearing, was thrilled at news of the Federal-State take over, promptly, of course, withdrew his application for a new hearing.

The Gandy Bridge management (and Davis Causeway which was separately owned) still adamantly refused to install a reduced toll for the personnel of the Tampa air bases. Claude Pepper, a favorite of President Roosevelt, then a U.S. Senator, now a U.S. Representative, was running for re-election to the Senate and was facing potential trouble in getting the nomination from J. Ollie Edmunds, who later became president of Stetson University. Pepper needed a dramatic proof of his value as a senator and Roosevelt provided it by ordering both Gandy and Davis freed of tolls, under the President's emergency war measures. The story is that Pepper called FDR personally and suggested the move.

Governor Spessard L. Holland, and since then U.S. Senator, spearheaded state action to share the cost of buying the bridge and causeway from their private owners with the state paying half and the U. S. Government half. Thus the spans were made free, Pepper defeated Edmunds and three other opponents in the Democratic primaries and everyone, especially the daily commuters, were happy.

Bridge, Causeway Freed

Eventually, a jury awarded the stockholders \$2,382,642.00, the common stockholders getting \$5 a share. The bridge had been profitable, the preferred had been replaced with lower interest bonds, and many had been paid. Davis Causeway was taken over shortly after Gandy for \$1,085,000 against an original cost of \$750,000.00.

Gandy Bridge was a solid, meaningful boost to the

economy. But Elliott, flushed with big and easy money, quickly slid into the role of real estate promoter in the North Fourth Street area.

J. Kennedy Block led the Fourth Street promotional procession with Rio Vista. He did a solid and honest job of developing, with passable streets and water, clearing and grading.

As would be expected of Elliott, his development was on the grand scale, an elaborate layout of hundreds of acres, centering on Weedon Island and under the grandiose name of Florida Riviera. It was mostly a map and, with much showmanship, developed more noise than power.

Elliott soon faded out early in 1926, never "hit" again. He drifted back to St. Petersburg in the early 1940's with a second wife — his first had been killed when the two were engaged in a very public and lurid divorce fight in an unfortunate accident. The pair became involved in a physical brawl in their palatial home near Coffee Pot Bayou on 22nd Avenue North and Elliott tried to eject her from the house. In a struggle on the small entry porch to the front door Mrs. Elliott fell and struck the back of her head on the edge of a concrete step, fracturing her skull. She died almost instantly. She was a beautiful and gracious lady.

This writer sold Elliott a modest home on a bit of waterfront acreage on Oakhurst Road for less than \$6,000. He had to help finance the deal for Elliott between his quarterly annuity payments and never did collect all of his money before Elliott died. Elliott's sole income at the time was a small annuity. He was born Dec. 18, 1882 in Topeka, Kan. He had done promotional work in New York financial circles and had been active in the successful Warren Harding presidential campaign just prior to coming to St. Petersburg.

As for that grand old man, Dad Gandy, he lived to be 95 years and 36 days old, dying in St. Petersburg at his home, 816 Beach Drive North, Nov. 25, 1946 at 10:55. Except that he had lost his sight two years before the end, he was alert, vigorous and interested in the daily doings of the world until his last day.

He left a widow, two sons, three daughters, eight grandchildren, eight great-grandchildren; admired, honored and respected by the entire community.

North Fourth Development

Many another subdivision was spawned on North Fourth Street in the wake of the Gandy Bridge activity. Most were small. Few were well developed and none except Rio Vista involved any house-building activity or sound ground preparation.

Rivalling Rio Vista in size was North St. Petersburg, sponsored by R. H. Sumner, most active and prominent of a notable pioneer family of English stock who reached St. Petersburg in 1897.

Mr. and Mrs. William Sumner, parents of R. H., migrated from England in 1885 as a result of the Hamilton Disston purchase of 4,000,000 acres of land

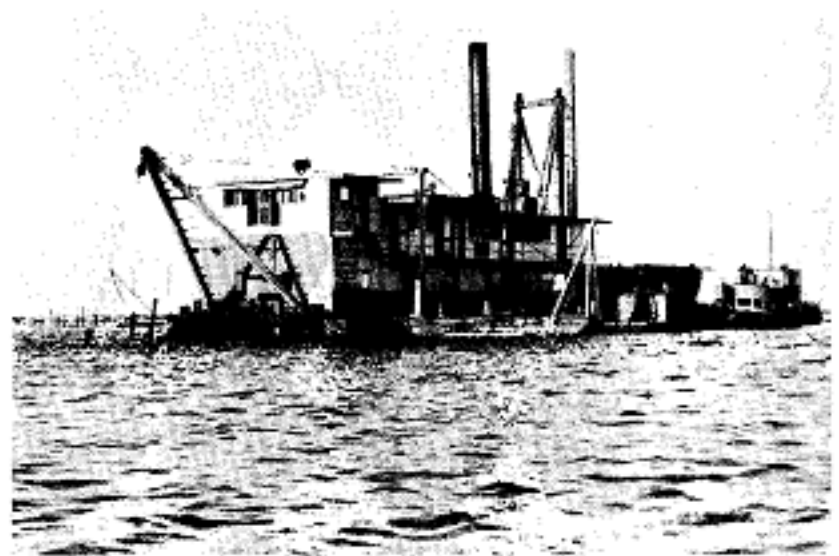


Gandy Bridge nearing completion — 1924.

and the resale of half of it to a British syndicate, who actively promoted it, making many settlement efforts, notably at Kissimmee and Sarasota. Most of the couple's seven children were born in Florida. They first settled in Eustis, then Gainesville, finally Sarasota, where they developed a fine grove. This, however, was destroyed by the 1894-95 freezes and the family migrated first to Tampa in a small row-sail boat, then came to St. Petersburg by steamer, in October, 1897. R. H. Sumner died April 21, 1950. He would have been 70 July 19 of that year. The head of the clan was a tall, gaunt old aristocratic patriarch with a snow white crest of hair and the most impressive spread of beard this writer ever saw. It reminded him of the Patriarch Abraham, and sure enough he was ruling Elder of the local Presbyterian Church. R. H. (he was called Reg by his intimates) was an able real estate operator and politician. He was County Commissioner when Gandy erupted, promptly and properly paved North Fourth as a County highway, let one hand wash the other by pioneering with North St. Petersburg, laid out with more novelty than practicality in the form of a giant wheel with completely circular streets, pivoting on 62nd Avenue North. Many lots were sold, has a minimum of houses built even to this good day.

This writer was quite active in the area, by virtue of several rather dizzy big acreage deals. Originally the entire area was solidly owned by Hamilton Disston first, much going later to the Orange Belt Railroad for bonus land and ending up in the Ulmer family, pioneer sawmill people, who passed it on to the Leveretts for turpentine. H. Walter Fuller bought it for \$2 an acre in 1908, syndicated it for much more. This writer and his Philadelphia banker partner bought it from the liquidator of the H. Walter Fuller interests for \$8 an acre in 1919; sold it in 1921 to E. W. Groves, of 666 Tasteless Chill Tonic fame for \$17 an acre.

Mr. Grove gave this writer a most unusual five year exclusive selling contract at the also unusual commission of fifteen percent. Most of Shore Acres was



One of the dredges used in the construction of the Gandy Bridge.

from this tract. When the Gandy drama started the land was being peddled in small tracts at \$100 an acre. Mr. Grove's agent moved steadily up with the market, sold a large portion in the last months of frenzy at \$1,000 an acre. This presented the old situation of the same man within a span of four years, first gloating at a profit of some \$4 an acre as half owner, ending up casually collecting commissions of \$150 an acre or 37 1/2 times more than his profit as owner. Incidentally the broker's conscience twinged him a bit. He knew all the land was low, underlaid at shallow depths with marl, almost impossible to drain and therefore really unfit for septic tank operation. He therefore declined the responsibility of sponsoring subdivisions directly, sinned at long range and second hand for a fraction of the loot.

This writer became acquainted with Mr. Grove in an odd way, won his gratitude and backing to the end of his life. He met the old gentleman only after tedious months of title work demanded by J. Harden Peterson, of Lakeland and long time Congressman of a district of which Pinellas was then a part.

Mr. Grove suffered terribly from insomnia. He acquired a habit of phoning this writer at weird hours of the night, sometimes as late as 3 A.M. and the two would walk for miles, a favorite route being the Second Avenue North Municipal Pier. Never to be forgotten was a piece of sound advice. The writer was avid to adventure in Brazil, which he had visited.

"Never, Walter, ever operate any other place than under the flag of the United States of America. I own 60,000 acres of land in Mexico across the International border. I bought it for a dollar an acre and am trying to sell it at two. If it were across the Rio Grande it would be worth \$75."

The writer later visited Mr. Grove at the Grove Park Inn in Asheville, which was built with profits from the Florida land he had bought. Shortly thereafter he became ill and his son-in-law had him declared mentally incompetent and he was put in charge of all the Grove properties. Shortly thereafter the Florida boom blew up and Ed C. Wright bought the residual 3,900 acres of the Grove land for \$24 an acre. This writer late



St. Petersburg approach to Gandy Bridge by way of 4th St. North.

in 1970 appraised this land at from \$6,000 to \$13,000 an acre and in fact some has recently been sold for more than that and a Holiday Inn is being built on it. Incidentally the first proposed site for Disney World was on this very self same property.

Hence in the span of one lifetime land has advanced from two to \$15,000 an acre which of course has multiplied 7,500 times. But to do that and survive the land must be bought with absolutely surplus funds above immediate living needs and one must have patience and longevity. The important thing is to select land in the path of growth. This writer recently appraised a lot near Bayboro owned since 1925 by the same man and it is worth less today than the day he bought it. So each shoemaker best stick to his own last.

A skilled participant in the North Fourth galaxy was Ed Wright, Nat J. Upham and his two sons, William and Neil. Upham Senior had the unusual distinction of having been a founder of the National Association of Realtors, and perhaps the only man to twice be National president. He it was that prompted the local brokers to join the National Realtor movement, a service to the profession and the public for which he has received less than appropriate recognition.

Long and expensive dredging preparation was necessary before Shore Acres could be marketed. Getting reflected glory and prestige from both Snell Isle and North Fourth; under the pressure selling of two skilled brokers, Paul Boardman and Howard Frazee, the lots nonetheless sold rather slowly because its barren sand could ill compete with more favored looking areas.

The uttermost "high tide" mark of the 1925 boom insofar as the North Fourth segment of it was concerned was a completely unrealistic huge subdivision of 640 acres with the unbelievable name of Toytown. It straddled Roosevelt Boulevard approximately one-half mile beyond the Gandy curve at approximately 96th Avenue North. The promoter owners were hidden under a trusteeship to the American Bank.

They recorded their plat on March 8, 1926. In addition to being entirely too far in the boondocks they



Gandy Bridge engineers.

also were far off on their dating, experienced one of the particularly dismal flops of the dying days of the boom. Two decades later the County and City did a Gaston and Alphonse act as to which would have the "honor" (and burden) of acquiring it by tax foreclosure. The County "won"; the land ended up ignominiously as first a marl pit site for road material, currently a county dump for garbage.

A reader whose memory or knowledge goes back to those hectic days may well wonder why the most distinguished development of the whole north side has not yet even been mentioned. The reason, indulgent reader, is that Snell Island and its creator, C. Perry Snell, deserve special treatment which they will receive in due course later along in this report.

But what about other segments of the City during these times?

Charles R. Hall with his huge Lakewood Estates and his Lakewood Golf Course nearing completion in 1924 should have been right in the midst of the cream pitcher. But despite his great success out West Central and his great drive and skill as a developer, he completely missed the boat, and for a cruel reason. Lakewood was of course on the South Side and from the very beginning by original platter Williams south side developments had been uniformly doomed to failure, a failure that Harvey, Kennedy and others partially escaped along South Fourth during streetcar days largely because they were waterfront.

Physical facts were against the South Side. The first and primary great barrier was the A.C.L. Railway running to the Bay along First Avenue South. People just had a reluctance to live "beyond the tracks." Even Roser, with his emphasis on building attractive houses rather than selling bare lots did not escape at Roser Park.

Second great handicap was that because of bulging Lake Maggiore no convenient grid of through streets was possible. Third barrier was one of psychology and plain human nature. Growth just doesn't happen at the end of a dead end street and all streets on the south side perforce had to be "dead end" until the

Skyway was invented. Besides the serpentine streets in Lakewood are confusing to this day. Hall developed well but failed to sell enough to survive for long after 1925.

The first truly successful south side development was Maximo Moorings, which started in 1956, and despite excellent planning, masterly development, able promotion, it has lagged behind similar communities in more favored areas.

Which brings the story to the West Central area, which rivaled, perhaps surpassed North Fourth, despite Gandy. If the Gulf Beaches had gotten into the Boom swing it would without question have taken the top billing. But the Gulf Beaches performance, boom time wise, was even more odd, and more difficult of understanding than the South Side record.

It seems odd almost to the point of disbelief today that the Gulf Beaches, now the great drawing card of the entire area, never climbed out of their barren sands and their mangroves and mosquitoes and sand-flies into popular acceptance until well after boom days.

It is true that from the earliest days the Beaches had their fanatical devotees. Locally the first notable ones were George Lizotte and the great editor of the Times, W. L. Straub. Lizotte pioneered with the Bonhommie and later Lizotte's Hotel, and prospered by virtue of his tiptop food, his sparkling French personality, and because the genus fisherman will go anywhere any time at any cost to fish, and Pass-a-Grille fishing was of the best.

And the Fullers in 1915 bought a building, perhaps a thousand feet south of where the Don Cesar now is; which had failed once as a hotel, made it a decidedly luxurious place for that day, earned a precarious dollar catering to a thin and clannish bunch of Tampa blue bloods and northerners — including John Wanamaker — but that was a casualty of the 1917 Fuller collapse.

The professional mullet fishing was left mostly to Cubans and a few hardy sea-minded "conchs" and varied types who had no taste for farming or stock raising. But they were a minute breed apart from the main stream of "crackerdom."

Noel Mitchell, from Rhode Island, had been the first pioneer save the Pass-a-Grille group, seeking to

crack this antipathy with his Mitchell's Beach Hotel, subdivision and resort on the north bank of John's Pass. This was in 1913. It failed spectacularly after a brief rather lurid alcoholic tinged run.

But as the mainland boom waxed hot the zealous "Beachcombers," Archibald and Welch; fortified by the Donovans, who had made a success of Lake Pasadena, sought to popularize a master lot development on Treasure Island centering on where Central Avenue, if extended, would hit the Beach. Rowe joined forces with them. This writer also joined, for he wanted to rid his Jungle and Jungle Terrace developments of the handicap of being the end of the line, and besides which he was one of the few Florida Crackers who loved the Gulf, and its beaches.

But first Welch, joined by Fuller and Pat McDevitt, the big man of Pinellas Park, joined in a three way mutually beneficial team, to get a bridge to the Beaches, formed Road and Bridge District 7, managed to sell \$389,000 worth of bonds, (that was the maximum sum they could get a Bond House to buy) based on a district covering Northwest St. Petersburg, all of Pinellas Park and Madeira Beach. With the money available, a skimpy road was built from Fourth Street North, through Pinellas Park on Park Boulevard, to 66th Street, thence to Tyrone Boulevard and the Seminole Bridge to a point where the Madeira Bridge now is. The original Welch Causeway was built, the first free bridge to the Beaches. The money ran out before a road could be built to Indian Rocks.

The promoters appealed to John Taylor of Largo, the Big Power in mid Pinellas, one time State Senator, one time almost Governor, long time citrus king, to allow a supplementary bond issue, secured by the Upper Gulf Islands and the Largo area. Here was an enlightened Florida business tycoon, a power in state politics. He turned the promoters down, with hostile, scornful words; words that exactly phrased the traditional Florida Cracker attitude toward the Gulf Beaches:

"You fellows ought to know better than to ask me to agree to a scheme like that. There's nothing but sand on those islands. Nobody ever grew an orange tree out there. Cover my groves with a bond issue to build a bridge and road to those islands? Never!"

And he meant NEVER.

Chapter XXIV

SPUTTERING FUSE

There are two pretty sure things about the 1925 Land Boom. No two people ever will agree when they knew it started. Nor will any two agree when they knew it had stopped. As far as this writer is concerned, he knew the 1925 Boom had started early one Monday morning in late February or early March, 1921. For when he got to his office in the Alexander Building in the 500 Block of Central Avenue, there were a dozen or more people lined up in front of his office door, each clutching a piece of cardboard.

His heartbeat stepped up rapidly because he knew he had read the signs aright and a happy flood of dollars had started his way.

Dec. 20, 1919 George C. Allen, Philadelphia banker, who had been on the creditor committee liquidating the H. Walter Fuller complex, acquired 325 lots and some miscellaneous acreage tracts at foreclosure. The lots were between 22nd and 25th Streets and Fifth Avenue North and South. None had been sold and Allen was a bit restless.

The Tent City that was jammed with a new breed of tourists in the Winter of 1920-21, birthed an idea. Francis Burklew had been elected "mayor" of Tent City, this writer having a hand in that bit of politics. (A son of Francis Burklew, Jack E. Burklew served as a city councilman from April 1, 1961 to March 31, 1965.)

One Saturday night, a gaudy, cloth sign had been erected across the street from Tent City. It read:

FOR GOOD LOW PRICED LOTS
"IN THIS VICINITY"
SEE FULLER
ALEXANDER HOTEL BUILDING

Burklew obligingly told the astounded citizens of Tent City Sunday morning that Fuller was a nice fellow and he (Burklew) just happened to have some maps of the lots. Sunday, many of the curious Tent City-ers looked over the lots. They found a sign on each lot with an envelope tacked to it, which read:

THIS IS LOT — BLOCK —
ST. PETE INVESTMENT CO. SUB.
BRING OR MAIL THIS ENVELOPE AND
\$50 AND THE LOT IS YOURS FOR
\$——. BALANCE PAYABLE \$10 A
MONTH WITHOUT INTEREST.
FULLER
ALEXANDER HOTEL BUILDING

There were a dozen persons Monday morning waiting for the office to open. By Friday night, Fuller and his secretary had drawn contracts for 325 lots. It developed that every dollar of every contract was paid in full. No advertisements, no commissions, no showings, no expense. Never had the broker experienced a sale like this one! Surely this was the millenium!

Allen had a lot of other land that hadn't been selling. That story sounds a bit like a fairy tale too. Allen, as a member of the creditors' committee, had come to St. Petersburg in August, 1919 to look over the wrecked Fuller empire. He spent a day with this writer. It was their first meeting.

\$-Million Deal

Allen returned in a few weeks to announce he had just made \$1-million dollars on a fortunate deal involving an abandoned wartime army housing development in Philadelphia. He proposed that he and the Fullers invest the money in a selected assortment of the Fuller assets; that the Fullers select the properties, manage them, and that when and if he got his \$1-million back, plus 6 per cent interest per annum, he would give the Fullers half of the profit as pay for their services.

A vast assortment of acreage, mostly in the west Central section and Gulfport, including what is now Central Plaza, all heavily mortgaged, six bay steamers for long known as the Favorite Line; a marine ways and machine shop in Tampa, stocks and bonds controlling the Jungle Golf Course (now Admiral Farragut

Naval Academy), hundreds of Pasadena lots, acreage on the Gulf Beaches were acquired. The boats were soon operating with good profit. But the lands wouldn't sell for a while, the Tent City sale being the only significant one except for several hundred acres in small acreage tracts under the plat name of Fuller's Garden Homes, between Seventh and 13th Avenues South, 37th to 46th Streets, which fetched trifling sums.

In the fall of 1922 mortgages were pressing on the prize pieces of the Allen holdings. There was a huge total of paving liens and unpaid taxes and Allen announced he was about ready to throw in the sponge. The tract in question was on both sides of Central beginning at Disston and stretching to 58th Street and running north and south varying depths.

Permission was granted by Mr. Allen to take a try at dividing the acreage into lots to be sold at auction. Auctions were scheduled for each Tuesday afternoon, starting with lots at the corner of Disston (49th Street) and Central. The first lot, the southwest corner, brought \$680. Lots sold briskly all afternoon. To everybody's amazement the second Tuesday, despite the lots being a mite less valuable because they were further west, sales were slightly more, and higher than the week before, and so on for each Tuesday. Another miracle was happening.

Strange Visitors

A significant thing was noticed at the first auction. A swanky car drove up, a very old Pierce-Arrow. Three well dressed men stepped out. They followed the sale all afternoon, took copious notes, never made a bid, but watched everything with obviously excited interest. One was tall, handsome, curly hair, striking features, black piercing eyes. The second was slim, dark, also handsome, restless eyes. The third was portly, elderly, placid, seemed half asleep.

Later, this writer saw the three men walk into his office. The portly one was Inness Henry. The small, dark man was Fred G. Aulsbrook. The third was I. M. (Jack) Taylor who, with George S. (Dad) Gandy, was destined to be a star of the 1925 Boom, St. Petersburg section.

They wanted to buy all the land they could get in West St. Petersburg and West Gulfport. They did. The negotiations were rather brief, centered mostly on terms. These were illustrative of Boomtime terms. They weren't typical. They were too tenuous for that.

The would-be buyers wanted two bites at their golden apple and the seller was agreeable. For \$270,000 they contracted to buy all of Pasadena (originally Davista) west of 64th Street, lying between Fifth Avenue North (then Seventh Avenue) and Villa Grande. They took an option, at \$195,000, on all of the lands roughly west of 58th Street in Gulfport except some small odd pieces the seller did not own, but later acquired for the buyers. Pasadena Golf Course and Stetson Law School now occupy part of these lands. They totaled about 600 acres of wild land and approximately 2,000 lots.

\$5,000 'Cash'

Total initial cash involved was \$5,000 and the word "cash" is intentional. At the settlement, the sumptuously begowned and beauteous Evelyn Taylor, Jack's wife, was present.

The session was in the office of Freeman P. Lane, attorney; a recent arrival from Kentucky, who it later developed had left rather hastily when things got a bit unpleasant. He eventually became a circuit judge for this district. He later was joined by James R. Bussey, from Mississippi, a brilliant man of many talents.

At Lane's ascension to the Bench the firm became Bussey, Mann and Barton (Sam H. Mann, Sr. and McKinney Barton), and other groupings as deaths and births and accretions happened, and currently has proliferated into two firms involving 19 attorneys and a myriad of secretaries, clerks and assistants! The biggest firm with 15 lawyers — the largest in the county — is titled Harrison (Baya M.), Greene (Raleigh W. Jr.), Davenport (Wm. F. Jr.), Rowe (Billy L.) and Stanton (Ross), and the other with four is titled Bussey (Robert N.), Simmons (Stephen E.), and Owen (H. Rex); all of which is dramatically illustrative of the growth of the city. Greene has become president of the city's largest financial institution, the First Federal; Davenport was a city councilman; Stanton was once attorney for the State Road Board.

The time came when Lane announced: "Now, if someone will produce \$5,000 we have a deal."

Taylor looked at Evelyn and Evelyn looked at Jack, who said a bit sharply:

"Evelyn!"

Evelyn looked unhappy. She asked Lane the use of his private office. Told there was none, she chose the farthest corner, turned her back, blushing rolled down one of her stockings. This observer, slightly agitated and startled, recalls not whether the silk encased the right or left leg — and uncovered a sheaf of U.S. currency, detached one and handed it to Jack. Across its face in big bold figures was printed "10,000." This observer believes there were seven of these slips. As it turned out, they were the entire capital of the adventuring three and further that it was the salvage of a somewhat unfortunate stock promotion out of New York titled "East Coast Fisheries." The main fish this enterprise ever caught were suckers — land based, that is. Jack hastily decamped to Europe, stayed there a safe three years, then hit St. Petersburg. Jack later confided to this reporter in a confidential moment that he had millions of German marks stashed away which would some day make him rich when "marks return to their old legal value." But Jack proved a poor money prophet. They continued the other way and were valued at about 10,000,000 marks to a dollar when they vanished from sight.

But producing the \$10,000 bill didn't close the deal until the next day because nobody could change the bill in cash, and Jack was taking nobody's check in change. He finally trusted the bit of paper to Lane,

who also held the signed papers until the banks opened on the morrow.

Taylor moved swiftly and expertly and soon had the best selling organization in town, unrivaled for effectiveness until Gene Elliott blew into town a year later. He installed his office briefly in an ancient private railway car he parked conspicuously on a specially laid Seaboard side track on Central Avenue and about 74th Street. Few local people knew the private car had been retired due to old age, bought for a song through connections Jack retained with General Goethals, of Panama Canal fame and briefly associated with Taylor in his ill-fated East Coast Fisheries. Eventually he bought the southwest corner of First Avenue North and Fifth Street, erected the Taylor Arcade, to house his office, still an effective building, now known as the Driftwood Building.

Taylor recruited almost the entire sales organization of George Merrick, then in bad financial straits after creating Coral Gables, south of Miami. One must pause to observe that history has not paid due respect to that truly great person, George Merrick. He was the first man in the United States deliberately to start from scratch to create an entire city, which had as its primary purpose the creation of a beautiful and gracious place for the residence of people. He succeeded magnificently. Unfortunately, at that moment he had financial difficulties, apparently was facing bankruptcy. George Cummings headed this group. He managed it with great effectiveness and at Boom's end returned to Miami and Coral Gables and was, for a time, again directly associated with Merrick.

Taylor developed soundly. He designed good subdivision patterns, large lots, high restrictions and built good streets. At his own expense he extended a high pressure gas line from downtown, built a good water system and set a good tone, as almost no one else did in that day, by scattering imposing and well designed residences through his area.

Title to the land he bought and optioned was conveyed to the First National Bank as Trustee, with appropriate release clauses. He eventually paid for all his land except some old "mill ends," which reverted to the seller. He gained an important physiological advantage in that his purchase contracts were signed by the First National Bank. Most buyers missed the significance of the word "trustee" appended at the end.

Taylor ran up a disastrously high overhead. Commissions to his sales manager and team captains, bonuses for special sales drives and for exceeding quotas, even an overriding 5 percent to this writer as "adviser." Actually, that fee was an "inducement" to avoid competition so Fuller would not market, with high pressure selling, land he owned in the Jungle area not far from Pasadena.

The "bribe" was unnecessary as the ambition there was to construct a great residential area, offers to buy were declined unless it appeared probable the buyer would promptly build. In fact, the cream of that area, the huge waterfront lots were sold to a selected list

and with an option to the original seller to rebuy if a home were not started within one year. The flaw in that arrangement was that when the year was up almost everybody involved in these deals was busted.

Jungle Terrace was marketed, however, by the Fuller-Hunter corporation in competition with Taylor. The land was fully developed. Streets, for instance, served the area well until the rehabilitation program of the 1960's under City Manager Lynn Andrews, whereby, district by district, streets, sidewalks, street lights, utilities, drainage, were brought up to date in first class manner. Only then were Jungle Terrace streets rebuilt.

This writer was considerably embarrassed near the end of the 640 lot sale to realize that there was a \$600,000 cash profit lying in the bank, but only one lone house in the entire mile long "development." Management forthwith copied Taylor, sprinkled a few houses strategically throughout the area. It proved hard however to get either buyers or tenants. This was solved by calling in key personnel, issuing thinly veiled ultimata:

"By the first of next month you and your family will be residing in Jungle Terrace or you will be looking for a new job."

It worked.

Taylor decamped hastily and without ceremony when the Boom fun was over. On Central Avenue at 71st Street he had an elaborate and eye catching display of gaudy and colorful birds; on an island in fairway Four of the Pasadena Golf Course a monkey house with some 20 simian representatives. So precipitously was the organization dismantled that no provision was made for feeding or liberating the birds and animals.

This writer rescued the birds, giving most to friends who had facilities for caring for them. Senator W. C. Hodges, of Tallahassee, got most of them. While being transported to Tallahassee by this writer the macaws got out of their cage, almost wrecked the auto in which they were being carried before being recaptured.

The monkeys were turned loose, promptly migrated to the Jungle. They made the Jungle Prado (it isn't Prada, as currently called, there isn't any such word) their headquarters. They effectively stripped the roll paper roofing off the building, prankishly threw wadded pieces of it at passersby. There were some startled sightseers until this writer induced the sailors on a foreign vessel berthing in Tampa, to accept them. One adventuring man captured one and got himself painfully and dangerously bitten on hands and arms for his boldness.

St. Petersburg knew very little about Jack Taylor. He claimed he was born August 13, 1876 in Tilton, N.H. It is known to this writer that his parents were immigrants, probably from Russia, possibly Poland. His parents name was not originally "Taylor," in his opinion. As previously stated the first Mrs. Taylor was a Du Pont. Her family left her severely alone during her marriage to Handsome Jack.

Taylor is believed to have been engaged in various financial enterprises and activities in Boston and New York prior to East Coast Fisheries. Then came Pasadena. Taylor left St. Petersburg while 1926 was young. He returned to New York, took rather elaborate offices on the 13th floor of the Heckscher Building at 57th Street and Fifth Avenue. Occupying, briefly, a desk in his office in the summer of 1927, this writer viewed the Lindbergh parade triumph up Fifth Avenue a few days after his historic Atlantic solo flight May 20-21, 1927.

During the summer of 1927 Jack and Frieda Hempel, an opera singer of considerable note, who had frequented the Rolyat, planned to marry and take a grand tour of Europe on their honeymoon. This writer and W. W. Hardaway attended a very gay going away bachelor breakfast, complete with champagne, given by Jack in his own honor at the New York Athletic Club, after which he departed for the ship where he was to meet Frieda.

Next day, a very sheepish Jack reappeared. It developed that each had gone to shipside thinking that the other had attended to tickets and would be equipped with tour money. Neither had. The trip was abandoned as well as the friendship.

Evelyn had promptly been divorced by Jack when the Boom ended. She was of the famous Delaware Du Pont family and Jack regularly sprinkled his sale talk to lot buying prospects with the Du Pont name, "My friend General Goethals," and "my friend Mr. Heckscher" and on and on. They were part of the lot selling "stage," along with Monkey Island, the Aviary, the private railroad car, his duo of Daimler automobiles, with booted, uniformed chauffeur. Heckscher had followed Frieda to the Rolyat so when he changed base to New York he took elaborate office space in the new Heckscher office building at 57th Street and Fifth Avenue.

Hardaway had been Jack's office manager, finance man and auditor in St. Petersburg and he and I tackled the New York money men in an 18 month effort to refinance the Taylor and Fuller real estate enterprises. Hardaway to this good day maintains his business office in the Taylor Arcade Building (Driftwood Building).

Satellite subdivisions sprung up far and wide in the West Central area to profit from the Pasadena bonanza. A particularly sound one, Stonemont, was developed by Nathan F. Stone, who built many fine homes there and also built one of the show places on the waterfront at the Jungle, 1520 Park Street North.

He came in 1918 from Shrewsbury, Mass., his wife Louise being from nearby Worcester. Stone went to Moore Haven in August, 1924, bought 20,000 acres of land near Lake Okeechobee, developed a successful area of small farms. He died in 1943. A son, Wilbur, practices law in St. Petersburg.

There were scores of fringe subdivisions in the West Central section that were usually merely lines on recorded plats. But one named Glenwood centering around 19th Avenue North in the Fifties was an ex-

ception. The hopeful owner had laid neat sidewalks far out in the boondocks, the material being expensive hexagon cement tile. Neat patterns had been worked in by interspersing red and black-topped tile with the traditional gray.

This writer chanced on this scene one day in the dismal 1930's, was shocked that vandals had pried up most of the blocks and made off with them. He liberated the balance of the tile and put them to a good and noble use.

Just as Toytown was the last fling of the North Fourth boys, so was Elysian Fields the ultimate in futile absurdity in the Jungle-Pasadena area. A group of New Yorkers came into town in mid-1925 even while the Boom was in its last gasp. They were here so briefly, just who they were is not recalled. They bought a large tract of acreage from A. B. Davis, heir and son of F. A. Davis, (on the east side of Cross Bayou), with a south boundary on 54th Avenue North, an even half mile straight up through unbroken woods from the very outermost road, County Highway 15 on 46th Avenue North.

Their engineers laid out an elaborate plan, complete with radius streets, business areas, parks, plazas, an elaborate entrance and all the eye-catching and imagination-exciting features. Their work gangs had cleared the right-of-way, done rough grading for a southwest/northeast mall that was to bisect the huge layout. Then the Boom ended. The magic departed. And they, too, silently stole away.

But their grading had inadvertently cultivated the soil and a solid forest of lusty pine trees sprang up so that an unadvised stranger strolling these acres which still are untended wild lands, will doubtless be puzzled to see this narrow but lush solid growth of young pines running at an odd angle through the otherwise straggly area of tired old pine trees. An odd echo of the past.

Eagle Crest and the Lake Pasadena Subdivision were worthy, nearby associates of the Pasadena enterprise. Eagle Crest in fact was the best developed tract in the city during the Boom period. The tragedy that marked its history was unpoetic injustice. Yet its history dramatizes not only the Boom story but a facet of Florida history.

The 120 acres that are now Eagle Crest — 59th to 71st Streets; Fifth to Ninth Avenues North — was a part of the original Hamilton Disston purchase of 4 million acres for \$1 million dollars Jan 5, 1883. He sold 440 acres, including most of which later became Eagle Crest, at \$5 an acre to Edwin F. Keen of Philadelphia Nov. 15, 1885. Keen owned the land until 1922.

In that year, this writer undertook to acquire a 100-foot right-of-way from 16th Street to Boca Ciega Bay for a new east/west arterial street. He succeeded in doing so and donated the land to the City to form Fifth Avenue North. The Keen land faced a mile and a quarter on Fifth and was the last big obstacle. Keen would not answer letters or wires. In Philadelphia this writer found him sitting in an enormous easy chair gazing out on Broad Street through a huge plate glass

window from the lounge of the Union League Club, a club the sons of Philadelphia's wealthy families with impeccable records are nominated for before they are baptized. If they stay wealthy, vote the straight Republican ticket and live long enough, they will make it. Outsiders invited there for lunch have reached the pinnacle.

Keen apparently had sat there for 39 years. He wouldn't give a right-of-way. He wouldn't sell a right-of-way. But he would sell the entire tract for \$44,000 to this writer. He was talked down to \$35,000 including agreement to convey the street portion immediately. The final payment was made Jan. 3, 1924 on which date 400 acres of it were re-sold to Thomas J. Rowe and Herman L. Page for \$80,000. Rowe and Page swapped, with Page getting 80 acres of what became Eagle Crest, which he sold to a syndicate he formed under the name of Dulwich Land Co. for \$1,000 an acre Feb. 5, 1925. He acquired another 40 at the same price. Eighteen days later he sold the 120 acres for \$3,000 an acre to Harry Eagle, of New York, head of the biggest silk mills in the world, the Eagle Silk Mills.

Eagle hired John McBean, who had been engineer on the Gandy Bridge, and by dint of \$3,000,000 did the best job of land development done up to that time in the St. Petersburg area. He installed the first underground drainage storm sewers in the city.

But he finished too late. The Boom frenzy was over and the beautifully developed lots needs must wait until the next boom.

H. W. Hardaway, in 1928, who had inherited all the Pasadena headaches from and for Jack Taylor, and this writer combed Baltimore, Philadelphia and New York for money to refinance Pasadena and the Jungle, finally made a deal with Prudence Mortgage Co. of Brooklyn, and Eagle, whereby Pasadena, the Jungle and Eagle Crest would merge and become security for a \$3,000,000 loan (less a 50 per cent discount), Eagle would get preferred stock for his equity, the other two the common.

Eagle signed the final papers in New York, whereupon Hardaway and Fuller painted certain hot spots in New York entertainment world a glowing red in celebration. They awakened next morning with rosy dreams despite throbbing heads only to learn that tragedy had struck. A New York Times headline said: "Harry Eagle commits suicide."

The explanation: Eagle had cornered the silk market of the world just as rayon burst on world markets and ruined him. Thus the unfortunate man missed a golden opportunity twice in a row. He just couldn't stand the double blows.

That night, this writer broke, discouraged and lonesome, aimlessly wandered down Broadway. Two alert, well-dressed New Yorkers paced briskly past him and he heard this snatch of conversation. One said:

"You know what's the matter with Florida?"

Said the other: "Who cares?"

Thus it was in 1928.

Chapter XXV

BLAM FLASH SILENCE

When everybody concerned is in agreement that "this is a boom. Isn't she a doozy?" Then suddenly the boom is over. The reason is quite simple. The supply of suckers has run out and as this fact becomes evident the frenzied players of the game are forced to pause and perforce return to reality.

Thus it was in the fall of 1925.

There has been interminable discussion as to when the boom ended and why. This matter might as well be concluded now. And there is confidence that the documentation of that terminus can be done mathematically and with the briefest of statistics.

There are several popular theories or explanations of the cause of that end; there is the story of the National Investment Bankers Convention, which opened in St. Petersburg December 7, 1925. There is the horrible-winter-of-1925-26 theory. There is the major freeze of December 31, 1925-January 1, 1926. There was the rail freight embargo theory. (During the summer and fall freight embargo by the railroads was imposed because there was more traffic than the single track roads could handle and developers couldn't get rock and sand and cement and lumber and brick and tile and whatnot, and development, slowed down and ships tried to fill the gap and one sank in the narrow ship's channel into Miami Harbor; that stopped the boom, say some.) There was a hurricane in the late summer of 1926. That did it, the arguments ran. And there was the first Med fly panic of that summer, only there weren't any Med flies, just agricultural bureaucrats who wanted to perpetualize and enhance the importance of their jobs. That did it, it was said.

None of which had the slightest thing to do with stopping that madness. Does sense, logic, persuasion, self-interest, fear, hunger, thirst lead an insane person who has escaped the asylum to return? No, just physical restraint. Does an eloquent speech or prayer or an act of the Florida Legislature stop a hurricane?

The 1925 Florida lot boom just ran out of fuel in the late fall of 1925 and quit.

As far as this writer is concerned the boom ended at about 11:00 A.M. December 23, 1925 at 11 Fifth Street North, which is now a part of the display space of a five and dime store at the northeast corner of Fifth and Central.

Al Dowling, senior member of the well known Dowling Brothers (still doing business at 716 Central) had on November 23 given me a check for a 30-day option on 100 acres of land at the east end of Pinellas Park. He planned to syndicate the deal. The price was either \$150,000 or \$250,000, no matter which. I had not deposited his check.

To the dot, a month later, Al walked in, said:

"Walter, the boys have been a bit slow in putting up their money. Things are naturally kinda slow over the holidays (a traditional fact) so I want to give you another \$5,000 for a 30-day extension."

And he laid a check for that amount on my desk.

Without a word, I got up, went to the safe, got out his other check, laid it beside the second one. Momentarily puzzled and offended, Dowling protested.

"Look, Al, the show's over. Forget it," I said, and I picked up the two checks, tore them up, dropped the pieces in the waste basket.

We talked a few minutes. I pointed out some recent facts of life, and Al, thoroughly frightened, asked:

"What's to be done?"

"Keep your mouth shut, get rid of all the paper you can that has your name on it and run like hell to the nearest fire escape."

Much later he told me that was the best advice he ever received. But, a short time later, he was in bad shape. A resourceful, fine fellow, he came to me one day and said a man had offered him two carloads of fertilizer in settlement of a debt and didn't I have 80 acres of cleared land on 38th Avenue North? And would I lease it to him on shares? He was from South Carolina watermelon country.

I said yes, and Al and his family pitched in to grow

a crop of watermelons, I to get a third or fourth, as I remember. My shoe was pinching too, and I would go by that field every day or so and admire those watermelon vines. The melons got along beautifully. One day the Dowlings pitched in to pick and ship their first car, which brought a good price. You never saw a prettier field of melons.

Knowing that on the third day from then there would be another picking, I went by, because, by then, I would be in the money, too. Instead of piles of melons, I saw several Dowlings wandering dejectedly up and down the rows, turning over melon after melon.

I went over to Al deeply mystified.

"What's wrong?" I asked.

"Ever hear of thrips?" he asked.

"Yes," I answered.

"Well, I never did until yesterday," he said.

"Nobody told me and I didn't treat my seed."

Not another good melon came out of the field.

Al took off in a day or so for Washington with his family, stopped at a cheap Washington hotel, talked himself into the managership of the place when he couldn't pay his bill. He eventually bought it, then another, then another and then the New Deal hit Washington and the first thing anybody knew Al was a rich and successful man again.

But he never lost his deep affection for St. Petersburg, returned often, made a point of always having lunch with me. He died recently.

Which gets us down to the answer. As to why the boom stopped. The answer is very simple.

We just ran out of suckers. That's all. We got all their money, then started trading with ourselves. For instance, Al Dowling's syndicate.

Did I say we ran out of suckers? That isn't quite correct. We became the suckers — standing down there at the foot of the class. Very simple, indeed.

There was a story behind the Dowling incident. This writer and his Philadelphia banker partner had been negotiating with the old F. A. Davis group which had founded Pinellas Park, still owned most of it after a fashion (subject to a mumble of mortgages, conflicting and participation claims by other estates and interests) and several thousand acres surrounding Pinellas Park. A point was reached in mid 1925 where all of these interests were purchasable for some \$865,000 in one fairly safe and definite bundle. By then there was a definite feeling on the part of the partners that the 1925 boom could blow almost any time.

They therefore paid some \$165,000 cash to close a deal whereby the package was trustee to the First National Bank, under conditions which would allow over a period of years option at fixed prices to purchase piecemeal segments of the entire holdings. The sale to Dowling and his syndicate was a part of this kettle of fish. Following return of the Dowling checks and tearing up the contracts, the Bank was instructed to notify the Davis group it had back its lands and no never mind the \$165,000.

The embargo theory is no good. This writer had the furniture for the new Jungle Country Club Hotel (now Farragut Naval Academy), shipped from High Point to be delivered to a siding a half mile from the hotel. One day a wire announced the furniture was in Mobile, Alabama and to please wire instructions. A tug and a couple of barges brought the furniture to St. Petersburg and the hotel opened practically on time, which illustrates that the essential things got done willy nilly, and no never mind the cost.

So what if a decrepit sailing vessel, the *Prins Valdemar*, hauled off the beach and patched up to benefit its owners from the fabulous freight rates to Miami, did turn turtle in the Miami channel January 10, 1926? Waiting ships simply went to Ft. Lauderdale and unloaded.

The boom was already over on that date.

There can be direct testimony on the Investment Bankers convention theory. This writer was chairman of the Chamber of Commerce entertainment committee for the convention and he spent a day showing the president-elect and several of the top officials the wonders and attractions of the community.

They started out with open scorn for the boom and the land selling economy. They demanded that I point out some recent sales. With considerable pride I showed them the northwest corner of Central and 22nd Street, and reported that I had sold that 100 foot square of land for \$75,000.

Sitting in my car in front of the lot, the President-elect asked me scornfully, "Fuller, what can be built on that lot that will earn six per cent net on the cost of the improvement plus \$75,000?"

"Nothing," I answered.

"Listen, Fuller," he said, very earnestly, "don't ever forget this. No piece of land, no place in the world, is worth more than it can earn, developed to its highest and best use."

We argued this thesis for several hours as I showed him some of our better residential developments, emphasizing mine, of course. At the end of that trip, greatly impressed, he said:

"Fuller, I want to amend that statement I made about that \$75,000 lot. I now realize there is a new and highly specialized kind of real estate that I had never fully appreciated before. You have some few wonderful spots in this country where a wealthy man can build and enjoy life as he never has before. In the enjoyment of your exceptional conditions, he can get a pleasure that can't be measured in dollars. Real estate of that kind is worth whatever you can get for it. Charge 'em plenty, boy, and the best of luck."

He had discovered, of course, what the appraisal profession now calls the "amenities" in estimating real estate value.

Mulling over that incident somewhat later, the listener realized that for some ten years he had been one of the dumb players of "the real estate" game, didn't even understand the fundamental vital facts of the business.

And as far as that goes, didn't those Investment

Bankers proceed from that point and participate in the great stock speculation fantasy that was a thousand times bigger in dollars and ended in the disastrous stock market crash of October 29, 1929 (Black Friday), that rocked the financial universe, threw the Republicans out of Washington; brought on the great nine reforms of the Franklin Roosevelt administration that created the fabulous wealth of today with its safe guards that is supposed to prevent forever and a day a repetition of either a 1925 Florida land boom or a 1929 stock market boom? (If, dear reader, you completely believe that theory until human nature changes, it might be wise to quietly have your head examined.)

Enough of that. Let us get on with the documentation.

Here's the Money Story

St. Petersburg Bank deposits

December 31, 1920	\$ 5,928,171
December 31, 1924	\$24,177,642
April 1, 1925	\$30,533,101
December 31, 1925	\$46,167,038
December 31, 1926	\$27,410,713
December 31, 1931	\$ 4,336,777

Population Study

	St. Petersburg	Percent gain	State	Percent gain
1920	14,237			
1925	26,847	88.57		30.4
1930	40,425	50.57		39.5
1935	40,856	1.06		9.4

Building Permits

	St. Petersburg
1920	\$ 2,801,120
1923	\$ 7,124,560
1925	\$24,081,700
1926	\$15,580,200
1932	\$ 278,100

The three sets of statistics, if taken at face value, diagram the sharp shoot up, the almost as steep leveling off in money and building permits. The actual facts in some aspects, were more extreme than the cold official figures reflect; in other instances interpretation make them less severe and dramatic.

The money fluctuation up was steeper than the table indicates, the drop afterwards less severe than seems to be the case.

During the boom a very large percent of the buyers were impulsive, had no idea of buying when they left home, didn't have local bank accounts. Many who operated quite widely and for considerable time never had local bank accounts. A tremendous portion of local property was owned by distant people. As they sold, the money they received in pay never was deposited in local banks. As examples, the writer bought one tract from a lady residing in Paris, France, remitted to her with New York exchange; another from two Philadelphia brothers who demanded cash, bought Cashier's checks, caught the train for home.

When the boom was over and as vague distrust in local banks grew, more and more people kept the bulk of their money in far distant banks, and a surprising number tucked the actual money in safe

deposit boxes. Many deposited in the post office. Negroes in particular rarely trusted their money to banks in those days.

A very large proportion of that 1926 bank money was public money waiting to be spent on contracts from bond money, or from governmental budgets made on 1925 dreams and to be paid for from levies made in 1925 and collected in 1926. Many private projects financed with bonds and mortgages were also in the spending stage. Other sums represented a vast series of 1920 through 1925 sales on contracts which had reached the final settlement stage, which found money hungry sellers and emotionally reluctant and financially pressed buyers settling through ignorance, hopes, pride or necessity.

As for the slim 1932 bank deposit figure, not only attrition of the land boom bust but the devastation of the 1929 stock bust had combined to whittle the total down.

On balance it is safe to conclude the boom mounted higher, the recession sank less low than the cold official statistics indicated.

The population figures are even more distorted. In the first place census figures are as of April 1 of the census years. The Federal census enumerators have severe head counting rules. You may spend the greater part of your time in St. Petersburg and the enumerator may interview you while you are there. But if you declare Detroit as your legal place of residence your data will be sent there and counted in Detroit, not St. Petersburg.

The State census counts which were taken in years ending with the numeral 5 through 1945 were more patriotic, less accurate. In the 1945 census, for instance, over-zealous enumerators in St. Petersburg counted people residing in transient hotels. They were counted as St. Petersburg "residents" even if they requested being counted otherwise.

Instead of the official 26,847 people reported for St. Petersburg for 1925, (that was as of April 1, remember), the actual number actually here was probably nearer 60,000 on any given December day. In the first place there were some 6,000 people to whom real estate licenses had been issued. In that day a person had to have no professional qualifications, nor any residential requirement as now. Anybody could walk up to the license window at the City Hall and get a real estate "license." Some 6,000 did during that year, and perhaps 75 percent of them didn't even pretend to be citizens. Perhaps half were assigned to local offices of developments in Miami, Daytona, mid Florida, a score of other communities. Hundreds more lived in Tampa, worked the more lucrative green benches of Central Avenue. Thousands came after that spring head counting! Other thousands lived in hotels, whose guests were not counted.

Conversely thousands who were counted as residents of St. Petersburg in 1930, were actually drawing or seeking Saturday pay envelopes in other cities or states.

Did the City of St. Petersburg show a profit or loss

from the boom? This question can be answered on two planes; the tangible gain or loss in dollars; the gain or loss in intangibles.

A long decade ago this writer attempted a summary of these two groups of value in a small book he wrote, titled "This Was Florida's Boom" decided that on both counts the City stood a loser. He now recants. His conclusion now that short time the City took an enormous loss dollarwise; long range that it was the gainer both financially and in some much more valuable intangibles.

First, the money accounting. In 1923 St. Petersburg had a bonded indebtedness of \$3,787,759. In four short years, 1927, the debt was \$23,708,600, practically all at a ruinous 6 percent interest. A staggering \$12 million of it was 10-year serial bonds, supposedly at time of issuance amply secured by liens on land for streets, sidewalks, white way lights, drainage and whatnot. In 1927 most of the lands weren't worth the liens, and later on a majority of them weren't salable at the dollar amount of two or three years accumulated and unpaid current taxes.

In 1923 the City collected \$1,303,163 in taxes. It was \$2,982,619 in 1925 but two years after the boom it totaled \$4,270,258. In 1933 it didn't make much difference what the levy was, a majority of the people couldn't or wouldn't pay. Current collections in 1932 were 54.75%; 1933 — 48.78% and \$1,498,273.86 for 1932 (15 months) and \$681,818.42 in 1933 in money.

In the 1927-30 period every human being in St. Petersburg on average was responsible legally for \$802.06 of bonded debt; the highest in the United States except Atlantic City, for any major political unit. This total debt was the direct city bond total plus the ratable share of County and school debt. Atlantic City never did have a very high legal residential total but enjoyed an enormous income from millions of short time spenders, mostly conventioners spending expense account money. It had high earning power; St.

Petersburg a very low earning power for the period under scrutiny. Actually in terms of ability to pay the St. Petersburg debt was many times that of Atlantic City. Today including prorata portion of County debt the per capita city obligation is about \$38.30.

But long range it profited because among other things, the glaring fact of the utter folly of neighbor and crony government by a hit and miss group of councilmen mostly utterly inexperienced in government, forced the town into the council-manager form of political management. Experienced professionals trained in and conscious of the revolution under way from rural towns with simple needs to a metropolitan economy with rapidly multiplying sets of needs and with constantly mounting costs could budget expertly, resist community pressure, steer local government through the growing lists of local governmental services.

The biggest and most important intangible was that the whole nation and to a considerable extent, the whole world, was made very conscious of Florida and St. Petersburg, and the fact that South Florida was one of the most desirable play, recreational and residential areas in the world.

The two booms, particularly the last, had built the framework for a great city, and its closing days had made its people conscious that the greatest asset, its Bay and Gulf fronts, were largely untapped gold mines of health, recreation and money.

Despite the agony that lay ahead, the community bookkeeping ended up with black ink, not red.

But the wastage in terms of human lives, to countless people was high, often tragic.

For the interest and information of those people with orderly and statistical turn of mind, complete annual figures on taxes, bonds, population, and other economic tabulations that portray the city and its growth and people are reported in a later special report. These tables generally are complete through 1966.

Chapter XXVI

VALLEY OF DESPOND

And so the rosy dream ended. The days of sudden wealth, easy come easy go were over. St. Petersburg in common with most of South Florida entered and passed through its darkest days, those from 1926 into and through 1933. Not that many people of purpose and substance realized it at once; in fact in some instances not for years. Local government actually continued an upward spiral for several years, there being obviously and traditionally the time lag in public affairs between plan and execution. But however uneven, the tide ran out until 1933, when dramatically the flow was reversed.

The story can best be told in terms of human equations rather than statistics. First example to mind involved St. Petersburg's biggest — and richest — developer, C. Perry Snell.

This man's post-boom history was undoubtedly the biggest, in size at least, that occurred. It probably also was the most significant in community impact.

As most of the people who knew Snell business-wise considered him a hard and disagreeable man and he stood poorly in public affection, this statement doubtless sounds strange.

In presenting the case it must first be stated and remembered that in length of involvement time wise, in magnitude of operations dollarwise, in visible contribution to the city in area, in quality, in permanence, his contribution was the largest.

He died a poor man. He deliberately impoverished himself under no legal pressure to do so, but in pursuit of an ideal, of a devotion to one of the greatest human values, the pursuit of Beauty; to satisfy an ingrained integrity.

The Snell story until the days of the boom has already been told. In mid boom he finished out his North Shore development, embarked on his greatest life work, the creation of Snell Isle.

Perry Snell had more money in the bank at boom's end than anyone in the city. About \$3,000,000 it was. So much so in fact it bothered him. This writer by chance sat in with a conversation between him and

T. A. Chancellor, President of the (old) First National Bank, then at the Southeast corner of 5th and Central, now occupied by the Florida National Bank, discussing what to do with that dad dratted money.

Snell decided to entrust the sale and development of his life dream — Snell Isle — to subordinates, blithely took off for Europe, scoured Russia, France, Italy, Spain for pictures and other art. He spent well over a million buying every kind of art. Some was beautiful, some good, some poor, some flagrantly bad. He built a palace with a third floor gallery to hold his pictures. This house is now the home of Wally Bishop, famed cartoonist (Mugs and Skeeter.) He flooded the streets of Snell Isle with statuary, original and copies; he built a creditable impression of Stonehedge in a tiny park on 23rd Avenue N. E., which incredibly dropped from people's minds to the point that an enterprising reporter "discovered" the "mystery" in mid 1967.

He acquired a notable collection of miniatures, gave most to his Alma Mater, built a gallery to hold them.

He built the Snell Building (now the Rutland Building) at the northwest corner of Fourth and Central, probably the city's most beautiful business building. A strong motive was that he might use in it the notable and huge collection of building tile he got in Europe. Businesswise the building was uneconomic, the useable area relatively being very low percentagewise. Its tower is a beautiful inspiration, an architectural delight, but a multi-story tower with elevator with one office suite per floor is financial hari kari. But he built it. It satisfied his urge to create Beauty. The building was started in 1926, finished in 1928.

Meanwhile his subordinate associates had proceeded with the construction of Snell Isle. The expense was enormous. Only 39 acres of the approximately 275 acres that is now Snell Isle were originally above high tide.

There had been a pre-development sale, the total, although largely paper, had exceeded \$7,000,000.

Promises of improvements were elaborate and explicit. Despite the fact most of the purchasers defaulted or made sharply reduced compromise settlements Snell carried out his development promises not only to the letter, but generously over and beyond his commitments.

He pressed ahead with heedless enthusiasm although all other development in the city had stopped. When his money ran out he mortgaged the Snell Building. When this money was exhausted he drained away the rents on the building which should have gone to pay interest and principal on the mortgage. He defaulted, the holder foreclosed. But he completed the job.

This writer entered the Snell employ in 1928-29 with the grandiose title of sales manager, principally for Snell Isle. He seldom had even one salesman. He never worked harder in his life. He had a ground floor office in the Snell Building, furnished with perhaps fifty or a hundred thousand dollars worth of gorgeous antique furniture. Unlimited advertising was available, thanks to a trade out between The Times and Snell involving some real estate transaction. This writer's gross commissions for the year were exactly \$430. This wasn't even eating money, which resulted each week end in a little dialogue between the sales manager and Mr. Snell, that never varied. But each actor went through his lines with straight face.

SALES MANAGER. "Well, Perry, here it is another Saturday and no grocery money."

SNELL (Prepared). "Well" pause. "I'll have to do something about that." Elaborately rams his hand in his pocket, brings out a thin roll of bills, counts money slowly in full view of sales manager. "Huh. Eleven Dollars (all ones). Here, you take eight." Hands over the eight dollars.

It was always eleven dollars, he always forked over eight.

But everybody survived. Fortunately there was moonlighting even in those days. Eventually Snell righted his finances somewhat, died suddenly in Mexico on another art quest for Beauty. His dream survived. When death found him, most surely he was ready, fulfilled, at peace with himself.

The City government, more than any other entity, group or individual, suffered. First there was the time lag, previously mentioned; then individuals and groups desperately or optimistically hoped that public credit could bridge the gap, that its activity could rescue private enterprise. Council could not have withstood the pressure had it desired.

A prime example of the disaster of the time lag was the paving of Fifth Avenue North. Realizing the danger and imbalance of the some five miles of the western "handle" of the city, though only a mile wide dependent on one through artery this writer pressed for the opening of Fifth Avenue North as an additional arterial highway rather than the fitful hit, skip, hit, skip affair it was; varying in width from 40 to 60 feet; and serving inadequately various isolated neighborhoods.

At his own expense he acquired the right of way

from 16th Street, where it then dead-ended, to Boca Ciega Bay. The story of the acquisition of a vital sector of this highway has already been told.

He had no difficulty persuading the city to order a 40 foot pavement for the entire length. (In a burst of misguided enthusiasm the city council increased this to a fateful 60 feet while the road's author was away on a badly needed vacation. Contract for the paving was let — an inside job NOT at the lowest bid, to a city hall favorite, Bill Overman, who was a straw man for the town's most powerful political banker, A. P. Avery.

In mid 1927, when the economy was as dead as a salted mackerel, the paving started, opening up some thousands of lots, about as useful as a pair of ice skates would be to a legless man who didn't know how to skate. Liens for ten years, a tenth maturing each year, were issued, and every piece of property abutting the street, was promptly bankrupt. These new liens added to those already outstanding brought the city total to \$11,264,000.

Collection of current taxes went into a tail spin. The repressive effect of these liens, plus sanitary and storm sewer liens, can be made clear by a specific example. This writer had acquired a square 40 acres on Fifth Avenue North in a big sale-commission deal. He promptly borrowed \$8,000.00 from Jacob Disston in a move to try to save his own sinking rowboat.

The city during this time plastered the 40 acres with \$56,000 worth of liens for Fifth Avenue paving, Eagle Crest storm and sanitary sewers. Ad valorem taxes suddenly jumped from a scanty \$68 in 1921 to \$800 by 1927. So what did the owner pay? Nothing. Why pay the taxes to lose the land on lien foreclosures?

The city in desperate but unsound effort to "balance" the total community budget cracked the whip on taxes just when it should have done the reverse.

Tax levy in 1925 was \$768,740. Collections 98.4%.

In 1928 it zoomed to \$2,104,664. Collections 68.93%. At the dead low point of 1932 it levied \$1,450,314. Collected 48.78%.

The documentation of the effect of that program is now well nigh incredible. The then city manager, Wilbur Cotton, had retained this writer as a tax consultant, which was by then his professed profession. (He unilaterally declared himself a tax and economic expert and people generally accepted his own appraisal of himself.)

A survey was suggested. A square mile in the Negro area centering on 22nd Street South and 9th Avenue and containing some 3,000 lots, was checked for 1932 tax collections. Eleven properties had the taxes paid and in the case of eight they had been paid by the holders of mortgages. By contrast the area east of 4th Street between Fifth Avenue North and Coffee Pot

Bayou was surveyed and an astounding 97 percent of the properites had paid. A questionnaire was sent to the owners of these properties and almost 100 percent of those replying to the particular relevant question stated they were able to pay their taxes because of income derived from out-of-Florida.

Neither St. Petersburg nor South Florida in general had arrived at the state and size of economic growth which generates a self contained viable economy. There is a certain point of interwebbed commercial and industrial activity at which a city becomes self sustaining and contained and can very well defy adverse economic conditions applying generally to the remainder of a state or region or nation.

The Gulf Beaches got their first modern growth as a result of a flight from the manifold ills of the city. It well might be called a flight from taxfiscation. Scores of houses were picked up from within the city limits — mostly in far outlying areas — and moved to the Beaches. This writer for instance had built and paid for in cash nine good wooden cottages at Pinellas Park, at a cost of approximately \$45,000. He sold them for \$350 each to Perry Snell, netting about a thousand dollars for the nine after paying accumulated city and county taxes. He was quite happy about it. That much cash was eating money for over a year, man.

No man or woman who was involved in the local economy escaped the bony hand of poverty or calamity. For instance there was one locally owned, well operated mortgage company, large for that day. The active manager frankly gloated at the situation, reaped fat fees, high interest, openly described himself as sitting "in the driver's seat," and loudly cracked his whip. But suddenly one day he found himself staring bankruptcy and ruin in the face and indeed the Spectre rode him down. Eventually this writer bought several of his \$1,000 "First mortgage gold bonds" for one dollar each from owners who needed an income tax deduction. He still has a folder full of them, never having been able to get his dollar back.

Warren Hunnicutt, nationally known and respected mass appraiser, and head of a sound 100 personnel organization, including some 45 technicians, had a pre-during-and-post boom experience, while perhaps a bit more spectacular than most, is still realistically typical.

Mr. and Mrs. Hunnicutt casually dropped into Tampa in 1924 on a brief vacation, he at the time being sales manager for Chimney Rock, a locally famous North Carolina summer resort development. The purpose for coming was to visit a brother of Mrs. Hunnicutt's. He chanced into conversation with a stranger who turned out to be the owner-developer of a quickie boom time subdivision called Ganbridge, at the Tampa end of the Gandy Bridge. He was invited to drop by and did. He promptly started to shy away from a line of talk that sounded to him like a sales pitch. Said Hunnicutt:

"Look, I'm on a vacation. I am interested in buying or selling nothing. I just want to have fun."

"I'm not trying to sell you some lots," the owner

protested. You look like a good salesman to me; I want you to make some quick, easy money selling lots for me. You don't need a license. All the equipment you need is a blueprint. You won't have to hunt prospects, just pick them up at the property. How about it?"

"No thanks," said Hunnicutt. But a few days later he told his wife, "You know, I just believe I will give that lot thing a try for a day or so." And he did.

Hunnicutt reports that the third prospect he talked to on his first day was a man named Hurd. There chanced to be a street in the development named Hurd.

"I love to play hunches," the man said. "I will buy a half a block." And did; for \$18,000 cash. Warren says he turned in the sale, walked away with a commission check for \$1,800, "more money than I had ever made in a month in my life before."

Hunnicutt never went back. He became rich almost overnight, then broke in a twinkling. A northern national dredging company asked him to appraise post-boom 180 lots in the north Fourth Street area on which they held an \$180,000 mortgage they had taken in part pay for a boom time dredging contract. Hunnicutt refused the assignment, telling the people there was no way to put a sound value on the property, and refused again after a representative urged him to do so, so they could establish an income tax loss.

A year or so later the representative again came to see him, cajoled him into buying the entire 180 lots for \$100, which, says Hunnicutt, it took him several days to raise. Shortly thereafter he pressured A. B. (Babe) Fogarty and John B. Green into forming a syndicate and buying the lots from him for a thousand. Value of the land today is far, far in excess of \$180,000.

The boom time experience of George Morrison, of Morrison & Schippert, Insurors, now a pillar-of-the-community businessman is interestingly illuminative. George had been born in Tampa but early 1925 found him thoroughly enjoying himself as a member of a chorus in a Broadway show starring Henry Miller and Ruth Chatterton. Health and business problems of his widowed mother, who had moved to St. Petersburg, impelled him to desert the footlights and come to St. Petersburg.

Without a day's experience Morrison became a salesman with C. Buck Turner, who had an office at 29 Third Street North. To his wonderment he made \$500 the first week and doubled that the second week. His eye caught a story that a big Tampa developer, Burks (B. L.) Hamner was opening an office in St. Petersburg in the interest of a string of notable developments in Tampa; Temple Crest, Nebraska Avenue Heights, Hillsboro Manor and finally Forrest Hills. This last development blossomed with an elaborate country club and golf course. This course was later owned by the famed girl athlete, Babe (Diedrickson) Zaharis. Hamner had 35 salesmen and four Pierce-Arrow buses to ferry prospects to Forrest Hills.

A Mr. Brown, of Brown, Corbin Coaster Brakes

(Bicycles), stepped into the St. Petersburg Hamner office to telephone his room at the Vinoy Hotel, casually asked George what the office was selling. George gave a brief sales talk on Forrest Hills, whereupon Brown expressed an interest in seeing it and agreed to go with George the next day. George pulled up at the hotel in his Model T Ford. Mr. Brown took one look and said:

"Mr. Morrison, I am sorry, but I just can't bring myself to ride in a Model T Ford." George concealed his embarrassment and agreed to return with a better car at a later date. He thereupon went to the Errol H. Bryon Pierce-Arrow and Rickenbacker car agency on 9th Street North and used the Model T as a down payment on a \$3,800 Pierce-Arrow and borrowed the balance at the Morris Plan Bank at 6th and Central on monthly payments of \$208.00.

Next stop was the city's top men's clothing store of the day, Dent & English. For himself he bought a white linen suit, white buckskin shoes and a \$20 panama hat, and for an impressive Negro he had hired a chauffeur's uniform from cap to leather puttees. Duly equipped, George rolled up at the Vinoy to hear Mr. Brown remark:

"Mr. Morrison, why didn't you bring this car the other day?"

George answered:

"I didn't own this car the other day. I bought it on your account."

After a fitting lunch at the famed Spanish restaurant in Tampa, the Columbia, they visited the property with Mr. Brown ending up buying \$40,000 worth of lots. George took his \$4,000 and wisely finished paying for his Pierce-Arrow. Mr. Brown was not so fortunate. He eventually abandoned his purchase, wrote off \$40,000 under the head of education and wisdom. Mr. Brown incidentally was from an old and conservative New England family. Of such raw material were the fires of the boom fed.

But busting banks were the most visible, the most frightening and the most damaging milestones — or shall we say gravestones? — of the collapsing economy.

At boom's end Pinellas County had 18 banks equally divided between up-county and St. Petersburg. In addition there was briefly a Morris Plan Bank in St. Petersburg. The history of the two groups of banks; Up County and Down County, rather accurately reflects the difference between the response of the two areas to the boom. Up County, despite Clearwater, was strongly rural in temperament if not actually in practice. Tarpon Springs was an isolated little world of fine Greek-Americans preoccupied with sponge fishing. Dunedin was deeply involved with citrus, dominated by the great and distinguished Skinner family, which developed a long line of citrus machines and machinery which revolutionized that industry. B. C. Skinner's citrus grader was the very first piece of citrus machinery ever used. What he and his family developed eventually wound up as one of the nationally important farm machinery manufacturing

plants. And the senior Skinner pioneered the first citrus concentration plant. Clearwater was preoccupied with county government, golf, services for the county's first great colony of homes of wealthy retirees.

Up county had no outright bank failures. The two in Tarpon Springs quietly merged into one. The same thing occurred in Clearwater. But Donald Roebling, heir of the Roebling who built the Brooklyn Bridge, undoubtedly saved a day of crisis there when he calmly and very publicly pushed his huge bulk — he weighed about 300 pounds — to the cashier's window of a Clearwater bank, while a panic stricken run was on and deposited \$25,000 in cash. The money was in small bills and he took a long time counting it. By then the shamed line of people had quietly melted away.

The Dunedin bank never faltered. Started in 1913 it was very solvent; later went on under the brilliant leadership of Woodrow Register to boldly step out front in Pinellas County bank financing for mass housing construction. For several years his bank had a practical monopoly on this big and lucrative modern department of bank lending.

The years of crisis in St. Petersburg banking were 1930 and 1931. Preliminary trouble in 1927 and 1928 was handled quietly. J. Kennedy Block, dynamic but high flying promoter was of the Eugene Elliott (Gandy Bridge) group, promoted Rio Vista, centering on 82nd Avenue North and Fourth Street, and Florida Riviera. He also opened two banks, First Security on 9th Street North and Peoples Bank and Trust Company at 670 Central. First Security was quietly merged with Cross Town Bank at Ninth Street and Seventh Avenue North; this in turn was merged with Ninth Street Bank (where the Union Trust National Bank now is) under the leadership of John N. Brown, owner of the Suwannee, and Wm. D. Crawford.

The Morris Plan Bank operated briefly at 623 Central Avenue, liquidated; and its promoter moved on to other locations. This writer was a director and stockholder in this institution. He was placed on the loan committee, was startled and shocked one meeting when two of the committee, a leading banker and a big merchant, vigorously urged a loan on some vacant lots on North Fourth Street based on what he thought was a disastrously high appraisal. In the brawl which followed his denunciation of the loan, which was made, he resigned, demanded the others buy his stock, which they did.

The bad bank failure period was in the summer of 1930. Four banks failed in rapid succession. The Fidelity Bank failed April 24, 1930. It was located in part of what is now the First Federal Savings and Loan. It was a small bank headed by Harry C. Case. He ineptly bought this writer's stock in that bank at 60 cents on the dollar a short time before it failed.

The American Bank & Trust Company failed April 29, 1930. A. P. Avery, its long time president, had been a great political power in the city for almost 20 years, had started life as a banker, was frequently dubbed "the lucky baker." After his bank failed he moved to

Panama City, entered the real estate business and rode that town's growth to a modest fortune.

This writer was engaged in reorganizing a local fish business that had promise of success, floated a loan for the client on April 28, at Avery's bank, but the failure of the bank prevented the fish company from straightening its affairs, and it folded too.

The Ninth Street Bank failed on May 22 after having survived two runs. It was quickly re-organized by Nat B. Brophy and W. W. McEachern. Mr. Crawford, under the powerful political arm of his boss, John N. Brown, bounced back as County Clerk, died in that office.

McEachern moved to other Florida points, eventually ended up at Richmond, Virginia to build a brilliant career as a banker. His brother, A. G. McEachern is a dominant figure in the Security Federal Savings and Loan, with its spectacular round banking building at 2600 Ninth Street North.

J. E. (Eddie) Bryan, now president of the Union Trust National Bank, was an original employee of the Union Trust Company, which opened August 30, 1930 ninety days after the Ninth Street Bank failed; steadily rose to the presidency, is today the dean of St. Petersburg bankers. He is a valued member of that nearly invisible "power group," so potent in the destiny and affairs of St. Petersburg, as similar ones are in almost all other towns and cities of the nation. He has also recently become President of the Citizens National

Bank, 31st Street and Central Avenue.*

The First National, the great bank of the town's early days, failed June 9, 1930. It had started in the early days at the southeast corner of Second and Central. It eventually moved west exactly three blocks to the southeast corner of Fifth and Central at the site now occupied by the Florida National Bank, a member of the Ed Ball chain.

T. A. Chancellor was its long time president, to be followed by Robert McCutcheon. Robert survived the stigma and ill feeling of former depositors to eventually become mayor. He founded and still heads one of the city's quiet but influential real estate firms. He is a native Floridian, having been born in Dade City.

The Central National Bank, southwest corner of Fourth and Central, was the last of the old groups of banks to survive. It also weathered two runs, succumbed in the summer of 1931. Upon liquidation it paid off the greatest percentage of any to its depositors. The First National did almost as good. The Central paid back 53 percent; the first 42 percent.

An odd postlude to the banking story is the fact that these two banks were liquidated by Arthur M. Anderson, then with the U.S. Comptroller. He recently returned to the city after an absence of more than 30 years, went to work in 1966 for the Florida National Bank, was soon thereafter made president.

*Note: Recently changed to Barnett National. Mr. Bryan recently died.

Chapter XXVII

THE CHAOTIC NINETEEN THIRTIES

The 1930's were full of promise — and accomplishment — for St. Petersburg although the clouds were not all lined with silver.

The decade was off to an auspicious start when the city exchanged its archaic City Commission form of government, with department heads responsible to amateur, and often inept, elected commissioners, for a council-manager system under a new charter. A new day of efficient city government was at hand. But problems and troubles still were around.

As real estate sank lower and lower in price and payment of taxes on vacant or non-income property well nigh ceased, St. Petersburg bonds plunged into default. These were refinanced in 1937. They were sound but enormously burdensome on the ad valorem taxpayer because of a debt of approximately 22-million. Half were long-term bonds for general improvements of general benefit. But the other, fatal half consisted of what had originally been 10-year serial bonds based on paving and other improvement liens against specific land, mostly vacant lots. These were supposed to be good for the amount of the liens but, in most cases, turned out not to be. This half of the debt was turned into long-term, general obligation bonds payable out of real estate taxes.

Early in 1930 it was realized that the commission form of government was no longer good enough. The commission bowed to widespread demand and Sept. 22, 1930 appointed a seven-man board to draw up a new charter. The members of the board were: E. C. Cunningham, a merchant; C. Buck Turner, Realtor; Thomas Orr, master machinist; Judges George H. Bilger and William King; Attorney James Booth and Glenn U. Brooks, real estate broker.

After eight months of drafting and bitter public debate, the new charter was signed into law by Gov. Doyle E. Carlton, Sr., May 30, 1931.

Non-Partisan Elections

The charter provided for non-partisan election of a City council. First there was a white primary (ex-

cluding Negro voters), followed by a "general" election with the two high men from each of seven groups voted on in the primary. The City was divided into seven geographic districts for the purpose. Principal issue in both elections was whether to have an "outside" professional city manager or a local amateur. Mostly, those favoring an outside man won. The new council consisting of R. C. (Bob) Blanc, Frederick W. Webster, Glenn Miller, Dr. Alvin J. Wood, William J. Cermak, Henry W. Adams, Jr. and Walter Lanier. The incumbent mayor, J. D. Pearce, a druggist, was defeated. Webster and Adams were retirees. Miller was an attorney. Blanc and Cermak were real estate brokers. Lanier, a businessman, later became county tax collector.

There was no close race except between Webster and Pearce, the difference being 170 votes. There were about 3,200 votes in the primary, 4,000 in the general election.

The charter gave council authority to fix the salary of the manager. The charter, recognizing the desperate financial condition of the city because of widespread tax delinquency, included a procedure then used by state and county; April 1 of each year unpaid taxes became delinquent, were promptly sold at public auction and a tax lien filed against the property. This method was followed until 1950. After that year the county made a single assessment for all taxes to be levied for the county and each of the 23 towns and cities, and upon non-payment by April 1 sold one certificate covering the total county-city tax. (The state dropped its collection of ad valorem taxes in 1935.)

Adams Elected Mayor

The new council took office July 1 and Adams was elected mayor. He did an excellent job. R. C. (Bob) Blanc was vice mayor, later became mayor. As his father had been mayor in 1925-26, this resulted in the only father-son mayoralty team in the city's history.

Wilbur M. Cotton, an able professional city manager, was employed. Cotton, given a pretty free

hand by an able and understanding mayor and council, did his best to handle an almost impossible situation. Tax collections had dropped to a disastrous 48 per cent by the time the tax collection period ended. There was not enough money even for payrolls. Wages and salaries were paid partially in script which local merchants loyally accepted although that path inevitably led to eventual bankruptcy.

But there were at the same time promising elements not only in the local situation but in Tallahassee and Washington.

On the local scene millages from 1924 through 1931 varied between a low of 7.7414 mills for 1927 to the bondholder committee-enforced levy of 9.6472 in 1931. But when trading in the low priced bonds for delinquent taxes and liens was agreed upon in 1932 the millage dropped to an all-time low of 3.30. It steadily increased to 7 flat in 1935, zoomed up to 10.5 and 11.5 in 1935 and 1936 as stability began to return in the bond debt situation. When the full burden of the 1937 refund made itself felt in 1938, the rate jumped to 14 and has never been below 12 since. But in the meantime ability to pay had greatly increased. The 14 mills in 1938 was easier for the average citizen to pay than 3.50 mills in 1932.

By 1935 a drop in tax collections not only had brought solvent taxpayers of improved properties to the point of bankruptcy, but County and City government to the point of complete breakdown, not only here but in many other South Florida points. Key West and Monroe County did reach that point. They asked the United States government to take over their affairs, which it did for a year or so.

Bankruptcy Act

Relief was sought in legislation at the national and state level. U.S. Rep. J. Mark Wilcox, of Miami, passed his Municipal Bankruptcy Act under which a unit of local government could declare itself bankrupt and seek shelter in the Federal courts until it could reorganize its affairs. This law was a potent tool in aiding many Florida refunds.

R. E. Crummer, an extremely able bond dealer from Kansas, on a bigger scale than any other broker, had encouraged the creation of some \$500-million of city and county debt throughout Florida during the Boom of 1925. When bond default became general and threatened him with ruin, he conceived and lobbied through the 1931 Legislature a state gasoline tax. Oregon had started this most lucrative of modern state taxes and Florida was second. This new flow of money was divided between building and maintaining state roads. A little went to the counties for roads, so they could ease their competition with the cities for the ad valorem tax dollar.

To the gas tax have been added auto tag taxes, sales tax, racing tax, whiskey and cigarette taxes. The state stopped taking a share of the county land taxes.

For eight years, 1934 through 1941, following the

depression of the early 1930's, building in St. Petersburg had been increasingly good each year. But after the \$24-million of building in 1925, the \$15-million in 1926 and the exodus of thousands of people after the economic collapse which followed, there was obviously no need for either housing or business properties for many years. In 1933 total building permits were an insignificant \$381,650. Included were only 10 houses costing \$69,100 but the figures increased rapidly through 1940.

The Roosevelt Years

While St. Petersburg was experiencing the excitement of a new city government and the trials and tribulations of financing that government in the often-difficult post-Boom years, startling and significant events were occurring in Washington which had their effect and left their mark on the Sunshine City. For these (starting in 1933) were the Franklin Roosevelt "New Deal" years, the like of which this country had not seen before, nor has it since. This was the age of the "capital letter laws — RFC, FERA, TVA, HOLC, FDIC, etc." the effects of each of which were felt in Florida as well as throughout the land.

Almost unnoticed locally favorable things had occurred during the dark post-Boom days. There had been a bold increase in population. The Boom had made the name "Florida" a household word, a familiar thing, a kindling of a nationwide curiosity. People flowed in, and the cheapness of rents and services stimulated the stream. The 1925 census listed 26,847 people and the 1930 one had it 40,425. While the October, 1929 stock market blowup further depleted the supply of money in local banks, the new flood of tourists at least brought eating money for hotels, apartments, room renters, merchants, services people.

Beneficial Laws

The Federal laws that lit the spark brought temporary employment with FERA and WPA. PWA stimulated larger and more significant projects. Bartlett Park and City Hall, for example. Home Owners Loan Corporation (HOLC) refinanced and saved many a local home. The minimum wage law helped. Then followed unemployment compensation, Social Security, sickness and accident benefits, guarantee of bank deposits, the system of federal savings and loan associations.

The stimulating effect of the new Washington laws was magical. First, temporary "make work" projects were quickly inaugurated. Men cleaned and trimmed streets. Ditches were cleaned. Major projects were started. Bartlett Park was created. An end product of this magnificent park is that today it is annually the scene of the first major world tennis tournament, participated in by great players from a score of foreign countries.

A New City Hall

The present City Hall was built under PWA (Public Works Administration), a companion law to assist

communities to expand and improve services, mainly in the field of utilities. To comply with the law the building is officially known as the Public Utilities Administration Building and an obscure cornerstone so declares.

Until the construction of this building, the City Hall and jail were inadequately housed in the old Tomlinson Armory Building at the northeast corner of First Avenue South and Fourth Street. The Chamber of Commerce inherited the building after the City Hall was moved.

A look at a few figures will give a good idea of what happened. Money in local banks Dec. 31, 1932, a few months before these laws started, totaled \$4,616,512. By 1937 it had jumped to \$12,605,783, and by 1941, when World War II came, \$22,861,145.

Gross National Product had sunk in 1933 to \$55.6-billion. In 1969 it had been staked to an incredible \$985-billion. That is an increase of almost 18 times. Even adjusting for population increase, and the shrinkage of the value of the dollar, the increase is well high incredible.

As a yardstick of comparison, money in local banks during this period increased 210 times. As population increased almost exactly five times the adjusted increase per capita has been 42 times.

Dedicated To Tourism

This is understandable. St. Petersburg's one industry at that time was tourism. It was one of the few communities in the nation totally equipped and dedicated to entertaining visitors. The country, before the "One Hundred Days," couldn't support many play places. Vacations were mainly limited to two weeks. Relatively few persons could accumulate the means to retire and still have the health, curiosity and desire to seek new scenes.

It is interesting to note that at just about the time the "Alphabetic Agencies" were conceived by Roosevelt, the first St. Petersburg city manager, Wilbur M. Cotton, employed Dr. George Reed, president of the American Municipal League, to make an economic study of St. Petersburg, with particular emphasis on future expectations. Dr. Reed utterly failed to glimpse the exciting future of St. Petersburg, predicted its sole destiny to be Tourism with a 100,000 population the ultimate top.

But the most significant, the most spectacular, result of the new national legislation is still to be discussed. That development had more repercussion on the city and more long-range results than all else combined.

The First Federal Story

This story revolves around Raleigh W. Greene, Sr. It started with him and the beginnings of the First Federal Savings and Loan Association, the largest banking institution in St. Petersburg and the 33rd in total deposits in the nation. It holds Charter No. 3 nationally.

Greene was a native of Opelika, Ala., where he was born July 2, 1893. He worked briefly for a cotton brokerage firm before World War I and ended up a lieutenant colonel in that war. At war's end he entered the field of banking. This was easy to do. The Greene family, for two generations, had controlled and operated the First National Bank of Opelika. The bank was sold in 1922. The family moved to St. Petersburg in 1924. Greene was engaged in financial affairs for some time which took him for periods to Detroit and New York. In 1926, Florida Comptroller Ernest Amos put Greene in charge of liquidating a local state-chartered building and loan institution, the Florida Mutual, which had folded when the 1925 land boom collapsed. It turned out that these various activities resulted in Greene not only being available but knowledgeable, when the great opportunity came.

The story of that opportunity and how Greene grabbed it, is told by Margaret H. Barns, who was the first paid employee of First Federal, who worked for the association 21 years, retired and subsequently was secretary to this writer for a number of years including those in which this book was in preparation:

"In 1933 (at a time when the country's economy was at low ebb and people were losing homes, farms and property through foreclosures) a bill titled HOLC (Home Owners Loan Corporation) was pending in Congress, designed to take care of emergency, temporary financing. It contained a provision (based on the best features taken from 'building and loan' companies that had been in existence in England and United States for many years) for long-term financing and savings facilities.

HOLC Bill Passed

"Through contacts in the National Building and Loan Association and in Washington, Greene, anxiously was awaiting word of the approval of that bill. In June, 1933, he was advised that the bill had been approved. He lost no time getting the necessary application forms and information as to requirements to be met in order to get a permit to organize a federal savings and loan association. (I was at that time employed by Greene on a temporary basis.)

"As this was strictly a 'savings and loan' organization, there was no stock issued or sold and in order to get a permit to organize, one requirement was that he had to secure subscribers for savings accounts in the aggregate total of at least \$5,000.

"Another requirement was that he had to select and qualify a board of directors as to character and responsibility, but he finally came up with a board of 13 members, who met the requirements and agreed to serve.

"The first board of directors consisted of Messrs. Oscar Lowry, George A. McCrea, W.

L. Tillinghast, W. E. Wells, E. M. Eustis, Thomas M. Griffith, T. C. McCutcheon, Dr. J. A. Strickland, James D. Bourne, Allen C. Grazier, Raleigh W. Greene, Raney H. Martin and John Wallace.

"Greene had been collaborating with Dr. W. H. Walker of Miami, who was attempting to get a permit to organize an association in Miami, and Dr. Frank Chase who was working on a permit to organize an association in Miami Beach. The three applications were sent in about the same time, and Aug. 26, 1933 Greene, with great rejoicing, received the message that his application had been approved and he was granted Charter No. 3 for St. Petersburg.

"Dr. Walker was granted Charter No. 1 and organized First Federal Savings and Loan Association of Miami; Charter No. 2 was given to Dr. Chase who organized Chase Federal Savings and Loan Association of Miami Beach. Dr. Chase was a member of the Federal Home Loan Bank Board which issued the charters.

First Three Associations

"These were the first three savings and loan associations in the United States to receive charters. (Greene always contended that although First Federal of St. Petersburg held Charter No. 3, it was the first association in the United States to open its doors for business.

Capital Shares: \$5,200

"The original capital (savings) was \$5,200. The 'association' occupied one room, 505 Florida Theater Building. Greene was the only full time employee. Mrs. Barns was part-time secretary at a salary of \$2 a week.

"The first officers of the association were: James D. Bourne, president; Thomas M. Griffith, vice president; T. C. McCutcheon, 2nd vice president; John Wallace, 3rd vice president; Raleigh W. Greene, Sr., secretary-treasurer; Allen C. Grazier and Raney H. Martin, Attorneys."

It took the combined contributions of 43 prominent citizens to scrape together the \$5,200 in savings deposits. This writer had strong hints if he would subscribe \$250 he would be considered for a directorship. He failed to raise \$100.

First Loans

The first cautious growth of the new institution was less than sensational. The first two loans were made Oct. 28 and 31, 1933 for \$750 and \$1,250.

The first annual report, Dec. 31, 1933, showed deposits of \$6,150 and capital of \$5,835.67 for total assets of \$11,985.67.

The association rented new quarters in July, 1935 at the northeast corner of Fourth and Central, in what

was then known as the Equitable Building named after the Equitable Bank which had failed. The building had been named by the West Coast Title Co. prior to formation of the bank. The title company built the original 10-story building, which it had inadequately financed. The title company was for a while threatened with bankruptcy or insolvency but straightened itself out by a heavy assessment on the stockholders.

The institution reached the proud million-dollar mark in assets in December, 1937 and in deposits in mid-1938. In the incredibly short space of 18 years, the \$100-million mark was reached (1956), and nine years later crossed the \$300-million mark. There was a slight drop in 1965 and 1966, due to a slight recession in local finance and business. It started when local building tapered off in November, 1959. But deposits have moved sharply upward since, reaching \$342,300,896 Dec. 31, 1968.

A measure of the revolution the Roosevelt laws created in this country is sensed when one realizes that since 1933, starting from zero, money in St. Petersburg savings and loan institutions outstripped that in full service banks for several years until 1968. Here are a few contrasts:

	Banks	Savings Associations
December 31, 1933	\$ 5,256,156.00	\$ 6,150.00
1943	41,239,539.00	4,052,379.00
1953	136,918,438.00	78,049,876.00
1963	399,965,254.00	441,621,674.00
1968	690,775,191.00	560,478,999.00

Greene's great service to his institution and to the community abruptly ended April 28, 1954, when he died from a heart attack. He had had a previous severe attack and it is obvious, in retrospect, that he thought first of the association, even in such dire circumstances. He had persuaded the subsequent president and board chairman of the association, Oscar R. Kreutz, to assume the post of executive vice president during the year 1953.

Kreutz not only continued to direct the progress of the association but was a leader in innumerable community activities, notably the founding of Florida Presbyterian College, development of Bayfront Center and downtown rehabilitation.

There were but two savings and loan associations in the city until 1954 and in 1969 there were six as follows:

First Federal Savings and Loan Association of St. Petersburg, Franklin Federal Savings and Loan Association, Home Federal Savings and Loan Association, Guaranty Federal Savings and Loan Association, St. Petersburg Federal Savings and Loan Association, Security Federal Savings and Loan Association.

St. Petersburg: 1933

The following random items of life in St. Petersburg during September, 1933 throw a light on the local scene.

Thirty-five hundred families, representing about a fourth of the total population, had received in the previous two years a total of 4,293 barrels of free flour from Federal local relief agencies.

City Hall, under Manager Wilbur M. Cotton, was uncertain that tax collections would bring enough to meet the current pay roll. Only 48 per cent of the tax roll had been paid some four months AFTER the theoretical deadline. Cotton didn't meet his pay roll. He paid in script, which merchants loyally honored. (This writer has some of this script in his St. Petersburgiana file. It was issued in sums as low as five and 10 cents.)

A single edition of The St. Petersburg Times contained these items in the classified advertisement section: (1933)

McCutcheon-Chevrolet. '30 Oldsmobile sedan \$295, '26 Buick Sedan \$35.
\$3,000 first mortgage on Treasure Island lot, \$300.
Northside unfurnished bungalow, total price \$750; \$50 cash, \$10 a mo.
Elegant 4 rm furn. apt. \$10 month.
Manhattan Market. Rib veal chops 17c lb.
Corned spare ribs — 3 lbs. 25c.
Webb's City Maxwell House coffee 15c.
Cigarettes 97c carton, 10c a pack.
A&P Chuck roast 12c lb. Rice 5 lbs. 15c. Veal shoulder 10c. Butter 25c lb. Sardines — 3 cans 10c.
Sears — Puerto Rican gowns 39c. Shorts and shirts 5 for \$1.
Dent & English. Summer suits reg. \$12.50. Closeouts \$6.75.

Perhaps more vividly than in any other way can a person who had no first hand exposure to the stern facts of life of the 1929-35 era understand that period by reading the following telegram sent to President Roosevelt by the St. Petersburg General Contractors Association July 31, 1933 in response to the directives of NRA (National Recovery Act, better known as Minimum Wage Law and adopted in June, 1933).

"The General Contractors Association of St. Petersburg, at a special meeting July 31st, ratified the National Recovery Act code for employees and adopted a wage scale of 30c per hour for laborers, 60c per hour for carpenters and painters and \$1.00 per hour for bricklayers and plasterers."

15 Cents an Hour

Pay for common laborers in the building trades and other pursuits had been as low as 15c an hour.

Current local union hourly wages for the job classifications listed are: Laborers \$2.72; carpenters \$4.50; painters \$4.00; bricklayers \$4.70; plasterers \$4.47 plus usually fringe benefits.

Wages in many lines went up precious little in the next decade. This writer remembers his sense of virtue when, in 1944, he paid an able, willing and experienced gardener 50 cents an hour. He remembers the day he was the target of the shortest, most effective "stand up" strike in the history of more or less organized labor.

At the end of one Saturday he tendered the gardener \$4 for an 8-hour day. With quiet dignity James (that was his real name) said —

"Mr. Fuller, us yard men got together this week and we decided that we will get 75c an hour."

James did.

Chapter XXVIII

OUCH! ANOTHER PAINFUL PAUSE

St. Petersburg's fragile but hopefully flowering economy completely collapsed shortly after World War II had literally exploded in the face of a tranquil United States on that "day of infamy," December 7, 1941. When within a few weeks tire, gasoline, building material and food rationing was clamped on the country, the dismay of St. Petersburgers turned into panic. The economy at that day was nearly 100 percent based on tourism and as by this time perhaps 70 percent of tourists rolled in on rubber propelled by gas, tourism stopped.

From the day of Pearl Harbor until peace was signed May 8, 1945 life and livelihood for wage earners and those persons not having an accumulation of savings or income based on sources other than daily labor or employment was difficult indeed, and the city's hotels quickly were drained of guests.

The local economy was saved from complete disaster for a period of some 18 months, beginning in mid 1942, by a fortunate turn of events strange indeed for a peaceful tourist mecca for elderly citizens. Suddenly the stark empty luxury hotels, the Vinoy, Soreno, Princess Martha, most of the little ones and in fact practically every available building with rooms convertible into barracks were filled with young, eager, excited raw recruit soldiers. Only exception was the Suwannee Hotel, which by common consent, was set aside for the thin stream of commercial people who still came to town.

Each wave of soldier boys stayed some four or six weeks in order to get drilled into them the barest rudiments of a military science, rudimentary indeed compared with the involved and technical skills required currently in the expensive art of killing. The modern training period is now nearer twelve months than the two months of World War II. The U.S. military forces spend approximately \$600,000 for each enemy casualty in South Viet Nam compared with a 10 to 20 thousand cost per enemy casualty in World War II, and \$25,000 to train one soldier.

The flood of recruits soon overfilled the hotels and

"tent city" camps were set up. At the height of the operation there were some 10,000 soldiers camped on what then was the Fuller-Piper Airfield and the Jungle Golf Course, and which is now mainly filled with row on row of single family residences of a development known as Azalea Homes. A portion is occupied with the municipal Tyrone Industrial Park.

As a matter of fact, not too much was known at the time about the size and purpose of the military presence. The local press loyally clamped on a voluntary censorship at military request. Best guess however is that the maximum count in the area at any one time was 30,000 and it is now known that a total of 119,057 flowed through the training mill.

A similar operation saved Miami Beach.

The history of the Fifth District AAF Flying Training Command in St. Petersburg, from official records is as follows:

1. Army Air Forces Replacement Training Center, St. Petersburg, Florida, was officially activated on 27 June 1942. On 7 August 1942 it was redesignated "Basic Training Center No. 6, Army Air Force Technical Training Command."

2. First personnel were housed in the Vinoy Park Hotel, which served as headquarters for a short period until the Empire Building, a downtown office building was leased and Headquarters set up there for the duration.

3. In the thirteen months of its existence Basic Training Center No. 6 had four different commanders. The first, Colonel Edgar T. Noyes assumed command upon activation of the Center. 7 July 1942, ten days after its organization he turned over the command to Colonel Eugene R. Householder. Col. Householder remained in command until 11 April 1943. 17 April 1943 Col. Henry B. Clagett assumed command. During temporary absences of these commanding officers, Col. Edmund H. Levy, commander of the 63rd Training Wing, assumed command.

4. In addition to the Vinoy Park Hotel, the Don Cesar Hotel, Pass-a-Grille, located ten miles west of St.

Petersburg, was used as the station hospital. Part of the command was located in Clearwater, 22 miles away, because of insufficient housing in St. Petersburg. A "tent city" was set up on the golf course of the Jungle Hotel in St. Petersburg to accommodate 10,000 men. However, on 23 April 1943, the camp had been reduced to 4,800 men, and two days later all were gone. This influx had been a result of an epidemic at another training camp.

5. During the life of the post, approximately 25 percent of 119,057 enlisted men processed through the training schedule of the post were foreign born or of foreign extraction. They numbered roughly 30,000 men.

6. Many medical and other officials commended the St. Petersburg training center on having one of the lowest venereal disease rates in the nation.

7. Normal length of training changed according to regulations: Originally all Air Corps recruits eligible for technical training were to receive a minimum of four weeks basic training effective 1 March 1943; effective 1 April 1943 the training period was extended to five weeks; effective 1 May, six weeks. The training schedule was carried out on a six-day basis, utilizing Saturdays. The recruit used equipment such as would be utilized in jungle warfare — nearly daily use of rifle range, etc.

8. Inactivation of the post was gradual and systematic, and was carried out with remarkably little confusion or difficulty. The last of the personnel cleared the city by the date of official inactivation, 31 July 1943.

Hotel	Date of Option	Date of Inventory	Date of Occupancy	No. of Rooms
ALBEMARLE SR & JR 145 3rd Ave. NE	7-3-42	8-4-42	8-7-42	98
115 3rd Ave. NE				
ALEXANDER Central Ave.	7-27-42	8-27-42	8-28-42	74
ALLISON 260 2nd Ave. N.	7-18-42	7-28-42	7-31-42	125
APPLEGATE 226 5th Ave. N.	6-27-42	7-26-42	8-9-42	45
BELLEVIEW BILTMORE Belleair, Florida	7-17-42	8-2-42	8-6-42	800
BEVERLY 100 2nd St. N.	7-10-42	7-27-42	8-18-42	76
CARLEVE 357 2nd St. N.	6-24-42	7-22-42	7-29-42	48
CARNS 161 2nd Ave. N.	6-23-42	7-17-42	8-3-42	Med. Dis.
CARMACK APTS. 356 4th Ave. N.	7-9-42	8-8-42	8-10-42	33
COLONIAL 126 2nd Ave. NE	6-26-42	7-16-42	7-22-42	64
CONCORD 100 2nd Ave. N.	6-25-42	7-13-42	7-24-42	65
CORDOVA 253 2nd Ave. N.	6-27-42	8-3-42	8-4-42	35

DEERMONT 235 2nd Ave. N.	8-5-42	8-12-42	8-12-42	73
DENNIS ANNEX 262 1st Ave. N.	6-24-42	8-5-42	8-6-42	44
DENNIS 326 1st Ave. N.	6-24-42	7-25-42	7-31-42	110
DeVILLE 535 2nd Ave. S.	8-10-42	8-14-42	8-18-42	23
DON-CE-SAR Pass-a-Grille, Fla.	7-1-42	Sta. Hosp.		263
DUSENBURY 427 1st Ave. N.	8-4-42	8-17-42	8-17-42	134
EDGEWATER INN 307 7th Ave. NE	6-24-42	8-13-42	8-24-42	50
EL TOVAR 2nd Ave. & 6th St. S.	8-5-42	8-14-42	8-18-42	24
PENNSYLVANIA 4th St. & 3rd Ave. N.	8-1-42	8-5-42	8-6-42	138
FLORONTON 25 2nd St. N.	6-26-42	8-17-42	8-19-42	74
FUNK 241 3rd Ave. N.	6-26-42	8-3-42	8-4-42	22
GAYFAIR 160 5th Ave. N.	6-25-42	8-8-42	8-9-42	49
GOODWIN 204 5th Ave. N.	6-29-42	8-8-42	8-17-42	24
HIBISCUS 160 3rd Ave. N.	6-27-42	7-20-42	8-3-42	26
HILLCREST 220 5th Ave. N.	7-20-42	8-8-42	8-10-42	29
HOLLANDER 421 4th Ave. N.	6-24-42	8-7-42	8-10-42	96
HUNTINGTON 4th Ave. & 2nd St. N.	6-27-42	7-21-42	7-31-42	126
IDLEWILD 125 3rd Ave. NE	7-1-42	8-4-42	8-19-42	23
JUNGLE 5th Ave. & Pk St. N.	7-14-42	9-6-42	9-7-42	94
LANTERN LANE 340 Beach Dr.	7-6-42	8-20-42	8-21-42	29
MAGNOLIA 441 1st Ave. N.	8-20-42	8-22-42	8-22-42	66
MARI-JEAN 2349 Central Ave.	7-11-42	8-1-42	9-3-42	60
MARTHA WASHINGTON 237 3rd Ave. N.	7-9-42	7-20-42	7-31-42	98
MORGAN-TEN EYCK 132 Mirror Lake Dr.	8-20-42	8-26-42	8-31-42	39
MT. VERNON 219 4th Ave. N.	6-25-42	7-15-42	7-29-42	71
PENINSULAR 39 7th St. S.	6-26-42	8-15-42	8-18-42	36
PHEIL 424 Central Ave.	6-24-42	8-18-42	8-18-42	130
POINSETTIA 450 Central Ave.	6-26-42	8-15-42	8-18-42	108
PONCE de LEON Central Ave. & Beach Dr.	6-27-42	7-29-42	8-4-42	85
PRATHER 133 Central Ave.	7-2-42	7-20-42	8-6-42	27

Hotel	Option	Inventory	Occupancy	Rooms
PRINCESS MARTHA 401 1st Ave. N.	6-24-42	7-14-42	7-15-42	251
RANDOLPH 200 4th St. N.	8-4-42	8-13-42	8-17-42	64
RITZ 701 3rd Ave. S.	9-1-42	9-4-42	9-9-42	45
SHERMAN 115 2nd Ave. NE	6-25-42	8-5-42	8-7-42	46
SORENO Beach Dr. & 1st Ave. N.	6-25-42	7-9-42	7-11-42	344
SOUTHLAND 25-27 6th St. S.	7-6-42	8-21-42	8-21-42	30
SOUTHMOOR APTS. 146 6th Ave. NE	7-9-42	8-18-42	8-24-42	33
STANTON 225 3rd St. N.	7-10-42	8-3-42	8-5-42	33
STONELEIGH 336 8th Ave. N.	7-18-42	9-2-42	9-3-42	18
VINOY PARK Beach Dr. N.	6-27-42	7-4-42	7-7-42	374
WIGWAM 256 1st St. N.	6-25-42	7-24-42	8-4-42	60
WILLIAMS APT. 325 2nd Ave. S.	6-26-42	8-18-42	8-18-42	58
PROCTOR 557 2nd Ave. S.	8-1-42	8-17-42	8-18-42	23
SENECA 545 2nd Ave. S.	8-1-42	8-17-42	8-18-42	50
FT. HARRISON Clearwater, Fla	7-21-42	8-10-42	8-6-42	277
GRAY MOSS INN	7-25-42	8-23-42	8-6-42	94

Military precautions were pretty tight. There was a rigid blackout at night. Householders had to either douse their lights or cover all openings with black material through which not a ray of light could penetrate, nor through which even a dull glow would show. With gasoline tightly rationed, except for essential people who had the luxury of an unlimited "X" card, people could use cars only in daylight and only for the bare essentials. The glass of car headlights had to be painted black. An "A" card for instance called for five gallons of gas a week. New tires were non-existent and maximum speed of cars was set at 35 miles an hour. Meats, butter, sugar, sweets, and many other essential food items were rationed. People had red and green ration books of stamps, green for meat, butter, fats, red for sugar, sweets and canned goods. People were even urged to return used grocery paper bags — and did in enormous quantities, in order to save paper. Newspapers were saved and collected. Shoes and all leather goods were rationed.

But there were ways more or less legitimate for fudging a bit on rationing. One with an "X" card for instance could buy high test gas. Five gallons of that thinned with 15 gallons of kerosene made a fairly good motor fuel.

Then there was the matter of automobile tires. This writer discovered that Russell Smiley, now president of the West Coast Title Company, owned a small tow-around house trailer almost unused. He had gotten

the idea it would be exciting for the family to vagabond around the country in that manner one summer. After a few days the rest of the family thought emphatically not, so the trailer in deep disgrace, was put in storage. There were two never used spare tires, plus two good ones on the wheels. Trailer tires were ration free. The tires were the same size as the four paper-thin tires on this writer's car and the ration board had refused him a tire permit. So he bought the trailer for \$450, towed it to a point ten miles outside Panama City, where the two sets of tires were exchanged. The Jones Shipyard at Panama City, a war emergency operation, had been thrown into production, housing was in pathetic shortage.

The trailer was tenderly parked on a rented trailer lot, sold to a ship-working family for \$750 within an hour and the car was driven carefree from Panama City to St. Petersburg on safe rubber.

Then there was meat. This writer dearly loved breakfast bacon and home cured hams. Careful reading of the law disclosed that the owner of farm raised pigs could have his pork cured, take delivery from the curing plant without turning in meat rationing stamps. So a Levy County farmer sold two 200 pound porkers to a certain St. Petersburg, kept them on the farm for a few days, hauled them to the meat curing plant at Chiefland and ordered them butchered for the account of the St. Petersburg, who took delivery after curing. About half of the loot was distributed as gifts to friends and relatives but still the St. Petersburg "ate high on the hog" as the saying goes, for some months. (Remember that ham you got the day after your term as Governor expired, Doyle?)

Gasoline rationing hit the dog track hard for instance. But the dog fanciers and the track management were not to be thwarted completely. The racing fans could drive their cars to the city limits, which was about at Webb's Outpost and there they had to stop with a long mile yet to the track grandstand. That was solved by the track management supplying a huge wagon and a team of horses. Which created a situation of the horses throwing the lambs to the dogs.

American civilians in St. Petersburg and generally throughout the nation accepted the onerous regulations not only with good grace but with patriotic enthusiasm. For instance a drive in St. Petersburg as late as early 1945 collected 12,081 old shoes for repair and re-use.

Military surveillance was strict and rigid. For the fore part of the war German submarines prowled the coasts of Florida, and there are knowledgeable local people who can still relate — if they will, which they won't — tales of several truly exciting and dangerous local situations involving German submarines.

This writer had a son in the Air Force on submarine patrol on the East Coast and he himself was along that coast frequently on official business for the Governor of Florida. Two incidents are worth repeating.

This writer was in the George Washington Hotel in West Palm Beach in midsummer of 1942 when an oddly muffled but plain and loud explosion was heard. Residents there knew instantly what had happened. An American freighter steaming South close to shore in order to avoid bucking the north flowing Gulf Stream had been hit by a German torpedo from a submarine. This writer rushed to the roof as did scores of others in time to see the ship sink.

In a very short time the crewmen, rescued, walked into the lobby of the hotel. All were in dripping wet and slimy work clothes, grimy with crude oil. He will never forget those men. They were silent. They were not frightened. They just naturally huddled together, talked in low, slow voices inaudible ten feet away. They were people apart. They had all looked at unexpected, sudden death against which there was no defense except luck and chance. For the moment they had no past, no future, no plans. Life consisted of being on shore and alive. That hour or two colored all the remaining days of their lives.

The other incident had nor has any explanation. It made nor makes not the slightest particle of sense. But it happened. The writer was stationed at Stuart on a very disagreeable chore for Governor Holland. It involved the misuse of public funds. (There were diligent, alert crime busters before the days of Kirk-Wackenhut headlines) and the mission accomplished its purpose.

Be that as it may, the day was Sunday and all offices were closed and there was no work that could be done in a hotel room, so not without a guilty twinge of conscience, this writer fudged a bit on his "X" gasoline card to visit a delightful ocean beach some dozen miles north of Stuart. And in all that glorious stretch of sand on a hot Sunday afternoon in July there was just one person on that beach. A lonely swim was followed by a long walk along the beach. And then it happened. There was not a ship in sight. There was no plane overhead.

The restless Atlantic was as quiet as it ever gets. There was no movement, no sound, no people. Just one lone man and a few lazily wheeling seabirds.

Suddenly and silently, some two, three hundred yards off shore a geyser of water shot up into the air, fifty feet, a hundred feet, maybe fifty feet more, then collapsed back into the sea. There was no aftermath, no ripples, no plane, no nothing. But it happened.

During this period late one afternoon this writer left Tallahassee after reporting to the Governor, for his home in St. Petersburg. He went along dutifully at 35 miles an hour during daylight, much slower after dark as he had heavily blackened headlights. It was after midnight when the lonely stretch from the Gulf Hammock to Weekiwachee was being negotiated. Suddenly the driver was aware that there was a road block ahead. As he stopped muffled flashlights had vague shadows with voices behind them ordering the driver to climb out.

There was a crisp demand for identification. The inquisitors were coldly persistent for some time. Then

there was a whispered consultation.

"You say you were born in Bradentown April 6, 1894?" (The spelling was "town" rather than "ton" at that time.)

"Yes Sir."

"How was the name of that town spelled in those days?"

"It was spelled Braidentown."

"Can you explain that?"

"Yes Sir. The town was named after Hector Braden, who had a home and sugar mill at the juncture of the Manatee River and Braden River, but when the town was incorporated a careless clerk or legislator inserted an "i" in the Braden and so it remained for many years until another legislative act corrected it."

This writer was careful not to explain that the legislator happened to be his father. After all, one has his pride, even under stress.

This satisfied the questioners and the trip was allowed to proceed.

The abrupt check to the economy was all the more cruel in that the promises of recovery to a normal economy in response to a decade of sound government, and the effectuating of necessary major acts of economic surgery had taken place or were in contemplation.

The new fiscal year of the revamped city government started October 1, 1931.

The council appointed Wilbur M. Cotton, professional city manager, holding a junior position in the manager's office in Dayton, Ohio. He assumed office August 19, 1931, resigned January 12, 1934 under pressure from council. Cotton proved to be a good and aggressive manager. He vigorously attacked his first problem, day to day operating money. He employed this writer to make a study of delinquent ad valorem taxes, previously referred to, soon realized that a solution of the city bond debt was a precondition to financial solvency. In fact the city had first defaulted on bonds June 1, 1930, and a group of bond dealers and big bond owners formed a special bond protective committee, which forced in 1931 a levy for all defaulted interest and principal which caused such a big levy, 9.6472 mills as compared with 8.3056 for 1930 that the taxpayers rebelled, got an injunction against the sale of the certificates.

Cotton and Mayor Adams in December, 1931, appointed a strong committee of 37 leading citizens to attack the problem. Dixie M. Hollins, former county superintendent of schools and a skilled financier, was made chairman. The executive committee consisted of Hollins, Lew B. Brown, Judge J. M. Lassing, John N. Brown, Paul Poynter, Judge William G. King, N. J. Upham, Bayard S. Cook, C. Perry Snell and A. R. Hart.

Other members of the committee were J. F. Achely, Paul B. Barnes, James D. Bourne, Nat B. Brophy, James R. Bussey, W. L. Carmack, Charles R. Carter, George E. Cook, Harvey G. Dickson, Walter P. Fuller, Don Grady, John Graham, V. S. Herring, Frank F. Jonsberg, William A. Kenmuir, Aymer Laughner, Ed T. Lewis, Soren Lund, J. W. Martin, Thomas J. Rowe,

James S. Simmons, Charles L. Snyder, Carlton Ervin, Joe M. Touart, C. Buck Turner, Charles J. Van Fleet and Earl L. Weir.

Meanwhile an ingenious but slightly illegal device was worked out to meet the realities of the situation. After default city bonds plummeted, by mid 1931 reached a low of 30 cents flat (which meant in bond dealer lingo that a \$1,000 bond could be bought for \$300 including defaulted and unpaid interest coupons).

The device was an arrangement whereby a dealer bought one or more St. Petersburg bonds, turned them in to the city treasurer and got in return a document called a bond credit. If the dealer bought ten bonds for 30 cents flat it meant he had paid \$3,000 for \$10,000 face value of bonds, plus say \$600 of past due interest coupons. He would get a bond credit certificate of \$10,600.00 being the full face of interest and principal.

If a property owner owed \$300 past due taxes and \$700 past due paving liens he would buy a \$1,000 part of that bond credit at, say 45, which meant \$450, from the bond dealer and pay his taxes and liens. The city retired a thousand dollar bond, the taxpayer saved \$550, the bond broker made \$150.

Ed C. Wright, a native St. Petersburg, and today perhaps the city's richest citizen, certainly so if money earned locally is the measure, entered this field, soon became the "Big" dealer. He had been in Chicago for several years, working for a bond house, Steifel, Nickelous & Co., knew the Municipal bond business better perhaps than any other local businessman. Starting with a scant few hundred dollars capital, he eventually became perhaps the largest individual buyer and seller of Florida Municipal bonds.

The Bond Holder Committee halted this program briefly on the proper legal ground that taxes levied for bond interest should be collected in cash at par. Cotton went to New York to confer with the bond holder committee, convinced it the arrangement, long range, was good for them as well as the taxpayers. At first they had wanted that portion of city taxes originally levied to pay bond interest paid in cash. However, they waived this under Cotton's persuasion; he being powerfully aided by Hollins, who held the confidence of the members of the bond committee.

The plan was astoundingly successful. Over a two year period several millions of bonds were retired, with the result that the some 29 millions at the peak in 1927 by October, 1932, shrunk to \$22,617,000 plus several hundred thousand of past due unpaid interest.

At that point it was decided that a permanent refunding was feasible. This writer was present in New York when this agreement was tentatively arrived at, he being invited by Manager Cotton to attend.

After this meeting the handful of St. Petersburgers who had been at the meeting were having an exultant post mortem in a hotel room in the Pennsylvania Hotel when Cotton suddenly realized he had a train to catch for Dayton and lacked enough money for his hotel bill, a ticket and other expenses. There were no

credit cards in those days and New York hotels were understandably reluctant about cashing checks for strangers. A hasty canvass of those present revealed that the \$76 in this writer's pocket was about all the cash present. He swapped his cash for a Cotton check for \$76.00. This gesture got him in deep trouble with a fascinating ending. The day happened to be a Friday.

Next morning his flea bag hotel on upper Broadway would not cash the Cotton check. Meanwhile a vertebra disc in the check's unhappy owner had slipped, which left him virtually helpless and entirely cashless. Some desperate phoning finally located a former salesman who was currently a well fixed salesman in a prosperous stock brokerage house. A torturing walk of some 15 blocks got the check owner to the brokerage office and sudden affluence to the extent of \$76.00.

More tedious phoning finally located a Fifth Avenue — and very expensive — osteopath, unaccustomedly in his office on a Saturday morning, and an appointment was made. The disc soon returned to its usual place and duties and the patient was put on a cot and told to go to sleep. There was another patient on a second cot, already asleep. Eventually the two patients awoke. The other patient turned out to be Henry R. Luce, the creator, co-founder and great owner-editor of Time Magazine. The next couple hours were for sure two rich hours of mainly listening to a stream of words and ideas from one of the Great Minds of this century in America. This fabulous man had his career terminated in recent months by death.

Shortly after this writer returned to St. Petersburg it leaked that he had been at the secret meeting with the bondholders and he was bitterly labeled a "traitor" to the citizens of St. Petersburg. A friend of many years standing met him on Central Avenue a day or so later, denounced him long and loud in bitter and profane language. Time, of course, eventually healed those wounds.

This whole period, 1930-1937 was one of great bitterness over matters of taxes, bonds, refundings, city government. Impossible to realize now. Cotton actually "resigned" to avoid being fired. There was strong, violent and usually uninformed voter, taxpayer and property owner pressure on the council, then the councilmen in turn were torn between political pressures and realities and the word and spirit of the new charter; and Cotton, a young and high spirited man, was in constant hot water.

His successor, Carlton F. Sharpe, a more mature man, was also extremely able. He stepped into the hot seat January 15, 1934, lasted a bare six months, resigning July 2, 1935. There was a most unusual sequel to his brief tenure. A bit over nine years later, October 1, 1944, he returned as manager, had a brilliant career here until January 14, 1948 when he resigned (actually this time voluntarily) to take a much better job, has gone on to become one of the outstanding city managers of the nation.

Oddly there have been twelve St. Petersburg city managers, the four outstandingly able ones being the

first two, Cotton and Sharpe, and the last two, Ross Windom and Lynn Andrews. The record of Windom until now is tops. He served ten years and eight months, resigned at a time when he was extremely popular, has since thoroughly enjoyed living. Perhaps his proudest accomplishment since running ably a multi-million corporation is that in addition to becoming a very accomplished small boat operator, he has also become an expert at that very difficult sport, casting a hand net. (This writer was fair until he changed his style of teeth.)

Perhaps a discussion of a few figures on assessment and tax levy, pretty cold fare for the average reader unless interpreted, can explain some of the emotional bitterness and tribulations for property owners that occurred during those years.

A good place to start is the 1927 assessed valuation of \$161,873,412. This was a good two years after the 1925 boom blew up. Yet it was the highest assessed valuation until then and the highest for 23 years thereafter, when the figure reached \$164,982,627. It is no coincidence that this year 1950 set a new high figure. This was the first year that the county assessor took over the valuation of all land in Pinellas County for both the County and the 23 cities and towns. A fresh look, the correction of many an error, the stern raising of many a low figure based on cronyism, failure to follow rising tides of value in some areas, use for the first time of modern appraisal technique, all combined to shoot the total up from previous years. The next year the total zoomed some 94 million to \$258,716,738, an astronomical 57 per cent increase.

But assessments mean nothing unless viewed along with the millage. Millages from 1924 through 1931 varied between a low of 7.7414 mills for 1927 to the bond holder committee-enforced levy of 9.6472 in 1931. But when trading in the low priced bonds for delinquent taxes and liens was agreed upon in 1932 the millage dropped to an all time low of 3.30. It steadily increased to 7 flat in 1935, zoomed up to 10.5 and 11.5 in 1935 and 1936 as stability began to return in the bond debt situation. When the full burden of the 1937 refund made itself felt in 1938 the rate jumped to 14, has never been below 12 since. But in the meantime ability to pay had greatly increased. The 14 mills in 1938 was easier for the average citizen to pay than the 3.50 mills in 1932.

Full details over the years on millages, assessments, debt service, homestead exemption and similar matters are reported for those interested in such statistical data, gathered in a special section on later pages, covering the last 50 to 60 years.

Then of course, the St. Petersburg world, slowly mending, fell apart on the morning of December 7, 1941, as previously stated in this Chapter.

By 1935 drop in tax collections had not only brought solvent taxpayers of improved properties to the point of bankruptcy, but county and city government to the point of complete breakdown, not only in St. Petersburg but in many other South Florida points. In fact Key West and Monroe County did reach that

point; they having asked the United States government to take over their affairs, which it did for a year or so.

Relief was sought in legislation at the national and state level. Congressman J. Mark Wilcox, of Miami, devised and passed his Municipal Bankruptcy Act under which a unit of local government could declare itself bankrupt and seek shelter in the Federal courts until it could reorganize its affairs. This law was a potent tool in aiding many Florida refunds.

R. E. Crummer, an extremely able bond dealer from Kansas, on a bigger scale than any other broker, had encouraged the creation of the some \$500,000,000 of city and county debt, during the boom of 1925. When bond default became general and threatened him with ruin of his business he conceived and lobbied through the 1931 Legislature the state gasoline tax. Oregon had started this most lucrative of modern state taxes and Florida was second. This new flow of money was divided between building and maintaining state roads and paying for those already built by helping pay interest and principal on road bonds. Crummer was interested in helping Crummer but he wisely devised a tax law that helped both sides. As part goes to secondary (County) roads a heavy load was lifted from County and City ad valorem taxpayers.

More direct relief for the hard pressed real estate owner came through the Murphy Act. Senator Henry Murphy, of Zolfo Springs, Hardee County, introduced this revolutionary law. It provided for the payment of delinquent taxes at very high discounts. In fact the way the law worked the owner could pay his back taxes for a trifling token payment.

Provided the state owned the certificate or certificates for delinquent taxes the owner — or anyone else, for that matter — could apply for the certificate to be sold at public auction. He made a bid — usually one dollar a certificate — and put up the trifling sum for a legal ad, some \$7 or \$8, and on the appointed day it and other certificates were sold on the Court House steps at public auction. If a non-owner bought the certificate, after waiting two years a tax deed could be applied for. This in turn was sold competitively at public auction and conveyed good title to the property.

As the whole South Florida world was in flight from real estate ownership and taxes except for a small percentage of properties, the workings of the law were a mighty relief for distressed real estate.

Here is a rather extreme example of how it worked. This writer had built and owned the Jungle Prado building, at Elbow Lane and Park Street in the Jungle area. Incidentally it was the first shopping center in Florida, built to serve an area that at the time was almost completely bereft of people, remote from stores. The building had cost \$250,000. Jacob Disston was the unhappy owner of a \$125,000 mortgage on the property. The delinquent taxes were in excess of \$10,000. For the trifling sum of some \$28 the owner wiped out this accumulation of taxes. It is interesting to note that the property somewhat enlarged and

modernized was offered for sale in July, 1967 for \$350,000.

The Futch Act went even further than the Murphy Act, was harassed by litigation, never was a big factor in the sad mess.

Actually, although almost nobody realized it at the time, modern civilization and a more and more sophisticated government from which citizens demanded more and more services, had reached such an expensive point, particularly for schools, that local government, including cities, counties and schools, could no longer live off of ad valorem taxes on land, as they had traditionally done.

To the gas tax have been added auto tag taxes, sales tax, racing tax, whiskey and cigarette taxes. The state dropped taking a share of the land taxes. But the problem is still unsolved. However discussion of that problem is beyond the province of this book other than to say that today these comparatively new taxes pay over 80 percent of the cost of all state government.

To all this disarray the embargoes and rationing discussed in the opening pages of this Chapter brought St. Petersburg to a state of paralysis. How complete that was can be seen in an analysis of city building permit records for the critical years, 1941-1945.

For eight years, 1934 through 1941, following the depression of the early Thirties, building in St. Petersburg had been increasingly good each year. But after the 24 millions of building in 1925 and the 15 million in 1926, and the exodus of thousands of people after the economic collapse which followed, there was obviously no need for either housing or business properties for many years. In 1933 total building permits were an insignificant \$381,650 and these included only 10 houses costing a total of \$69,100 but increased rapidly through 1940.

But in 1942 and 1943 with strict rationing and controls suddenly imposed, St. Petersburg building experienced a sharp nose dive from the almost 6 millions in 1940, and 4 1/2 millions in 1941. The next two years were almost identical in total, \$630,046 in 1942 and \$630,032 in 1943. Despite the evenness in dollar total there was a drastic difference. The first year saw 107 houses built, the next year 11 permits were issued for residential work but the total expenditure asked for \$3,600, showed clearly that only minor repairs were involved. It was a real clamp down, that period of rationing.

There was a mild relaxation in 1944 but not much; 79 residential permits for a total of \$43,180. A personal experience of this writer diagrams the situation. He had bought a house, a main consideration being a very large attic he adjudged big enough, if properly equipped, so that for a refreshing change he could gather together in one convenient place all of his books. He had some several thousand dealing largely with Florida.

The attic was big all right, but it had a couple of drawbacks. It was entered by a foldaway stepladder

and it had no floor. He could not get a permit from the ration board for flooring. Finally he found that a contractor friend of his, W. D. Berry, had legally gotten a peckerwood mill in the backwoods of Pasco County to sell him the sap slabs cut off the logs after they had been roughly squared. Even then he could not use the heart pine; that was under rationing rules. There was left the strips off the round sides of the log, mostly bark, limb knotholes and sap that he could not use. This writer got this stuff for about five times normal worth, made a floor of sorts. But be sure to step on the sills and don't dare to drop a pencil or knife, or any small article that could slip through the gaping holes. Bookcases were made from large boxes in which a printer friend received his paper stocks. Beautiful white pine from good old New England. Try to get a packing or shipping box of wood these days! Cardboard you get!

But there was a vital difference between the non-building of the Thirties and the Forties. The first period was because there was a huge over-supply of buildings of all kinds. In the second a very tight shortage developed. This writer got married during that period. From experience he knows how almost impossible it was to get a house. He got one briefly when the mother of a friend re-married, went north with her husband. But the marriage didn't take, and he had to hunt again, quick. An acquaintance with a Bay Pines job got a promotion and was transferred elsewhere and the house was grabbed. So desperate was the search for housing that people actually eagerly checked with the Funeral homes for clues for houses possibly made available by deaths.

Belatedly the war brought prosperity to the city. MacDill suddenly became a huge training base. And Pinellas International Airport was created. President Roosevelt had known that war was coming, knew this country was not ready. He quietly had MacDill developed as, of all things, a W.P.A. project.

Word was discreetly leaked that as many as 8 satellite airfields were welcomed around MacDill. W. A. (Bill) McMullen, county engineer, got the word from a brother who was a General in the Air Corps. He called in W. D. Berry and this writer; some thousand acres of land were quietly optioned, a W.P.A. project sponsored by the County, and boy, howdy, a few weeks later there was an airfield, quietly built with Federal W.P.A. money.

The young and active airmen, relatively well paid, soon discovered the Pinellas Gulf Beaches. They loved them. Besides it was soon bruited about that better houses were available in St. Petersburg, and cheaper than in Tampa. That is, except for that deadly Gandy Bridge toll. Tampa then was abustle with hastily organized war industries.

It happened that this writer in 1939 had started a crusade, a pretty lonesome one at first because the Chamber of Commerce for a while refused to endorse the idea, to free the Gandy Bridge from tolls. His first step was to seek a reduction. Rates were 65 cents a car, 10c additional for each passenger. A petition was

filed before the Railroad Commission (now the Public Utilities Commission) for a flat 25 cents per car toll. There was a grand fight, the commission decreed a 35 cent rate, subject to review after a year for an adjustment should returns prove too high in fairness to the public, too low in fairness to the company.

The year was up and a petition had been filed for a re-hearing when suddenly the tolls were lifted. As previously related President Roosevelt seized the bridge as a war measure, also to give Claude Pepper a lift in re-election to the Senate. The toll was dropped. Thousands of airmen flocked into St. Petersburg as a result, and to the Beaches for housing and recreation, and happy days returned to St. Petersburg again.

The Beaches belatedly were ready for the influx. Oddly, they had been neglected until the Thirties when people from St. Petersburg suddenly found there was a pleasant refuge from high taxes in St. Petersburg, went there to be free from the problems, vexations and expense of life in desolate St. Petersburg. The antipathy of the Island people to ad valorem taxes, a quiet animosity to St. Petersburg that exists today, despite stout denials, stems from that day.

There were good happenings in the period. Ed C. Price, promoted the Treasure Island causeway in 1939-40, founded the town of Treasure Island. Wayne

Palmer, an engineer from Mobile, who had successfully promoted and built a vehicular tunnel under the Mobile River, saving much mileage on U.S. 90, sought to promote a tunnel from Ninth Street South to Piney Point in Manatee. He failed by a hair because of bitter opposition from Tampa and from the owners of the Bee Line Ferry, but he lit the fires, launched the campaign that did not end until the Skyway was an actuality.

And so World War II ended with St. Petersburg desperately short of housing, business buildings, automobiles, everything except people. The town was packed and jammed. This presented an odd situation. For a space of twenty years, first because of the collapse of the boom and the prostration of the economy, next because of war restrictions, St. Petersburg had made mighty strides in population, had stood still on building. People had accumulated money during the War. In twenty years a new generation had come on the scene.

The 1930 population of 40,425 had increased 50 per cent to 60,812 by 1940, and by 1945 to 85,184, more than double the number fifteen years before. If ever a community was ready for an expansion, a boom, a period of optimism and building, St. Petersburg was ready. And it happened.

Chapter XXIX

THE SINGLE FAMILY HOUSE

Abruptly at the end of World War II a frenzy of construction of single family houses erupted. The movement was to last 15 years and by its end the number of homes in St. Petersburg had more than doubled. European armistice came abruptly May 8, 1945. The Japanese surrendered August 14. The tides of change had started to flow even before the armistices. After that St. Petersburg, in common with most of South Florida, experienced growth and change unequalled before in Florida history. The price of buildings tripled, the price of land went up an average of perhaps a thousand percent. Population increased over a hundred percent. The change in the general characteristics of the new population was equally drastic.

And little wonder. For twenty years there had been first for fifteen years an economic bar to construction and then for almost five more a political prohibition born of war, even more drastic than the economic deterrent. At the beginning of this movement a vacant house in St. Petersburg was non-existent and in many there was frequently an uneasy crowding of two families, and in extreme cases three families into a single house. At the end there were several thousand houses rattling around with no occupants and sometimes with no owners.

It was a dramatic time. The period might properly be called the age of the single family house. It could also properly be designated as the coming of mass production to housing, the development of entirely new sales techniques, new land development practices, new financing processes. The economic and social changes were more significant, more permanent and more lasting than the noisier and more colorful 1925 land boom. This one, by contrast, was a human invasion, a revolution in living. The 1925 thing was a huge gamble, a poker game, if you will, with vacant lots for chips. This was the impact of a dramatic change of the American way of life upon a city, a retirement city, a city of residentialism, where the change could be most easily seen, measured and

studied. Most changes, even major ones came gradually but because of the twenty years of repression this one came like a torrent of water when a dam breaks.

The sequence of events — and causes — will be briefly listed.

The year 1926 found St. Petersburg spotted with empty houses by the hundreds and filled with bankrupt people by the thousands. New crops of tourists poured in annually but the slack in the economy did not begin to noticeably tighten into normal prosperity until the late thirties. And why build a new house when a good old one could be bought for half its reproduction price?

Then came war, and panic. For eighteen months a queer artificial prosperity resulted from training some hundred thousand rookie soldiers in the streets and parks, while they ate and slept in what were normally tourist hotels.

During this period key essentials of food were rationed; more important to a tourist town; gasoline, tires, new cars, normal railroad passenger traffic were all nearly non-existent for other than strictly essential use.

Still the tourists poured in and war's end found existing housing crammed to the rafters. (This writer once, rushed to the hospital in an emergency, was bedded in a broom closet.)

And for twenty years a vast number of vacant lots, created during the 1925 lot "game" accumulated unpaid ad valorem taxes and dishonored improvement liens. Tax certificates, bearing high rates of interest to make them attractive to speculators, no longer appealed and the certificates reverted to the State. But in the mid Thirties the State quit the ad valorem tax field for part of its funds and the certificates reverted instead to the County and the City as they now wholly owned them instead of sharing an interest with the State.

By 1944 about a third in dollar value of taxes in South Pinellas was delinquent and the property off

the roll. Up county the delinquency was less, perhaps about a fourth dollarwise.

The Murphy law had attracted only a minor fringe of daring and hopeful speculators; had not been the cure-all hoped for.

Came war's end. Hope, optimism, the spirit of speculation came alive, and the Legislature, county officials, city authorities responded; and almost in a twinkling a vast program of liquidation of delinquent taxes was under way which resulted in creating a brand new crop of real estate owners. All knowledgeable people realized the first job before revival was to clear the old slate.

The old false standard of 1925 boom prices was erased, land values were near zero, there was room for speculation, and the new ball game started.

While the public generally did not become aware of this new day, a day to again have faith in vacant land and to risk a speculative dollar or two, leadership of a few far sighted people in many key places; the Legislature, county government, city government, banks had realized that the dead hand of millions of dollars of accumulated taxes and liens had to be wiped away, a new base found, a new start made.

There had been the Murphy Act of 1937 and the Futch Act, both previously mentioned. Then a 1941 legislative act authorized counties to auction delinquent tax lands.

The 1943 Legislature strengthened this law, allowing counties to seize title to lands that were tax delinquent and the Supreme Court by an opinion added protection to private certificate holders who had acquired them cheaply under the Murphy Act.

County Clerk Ray Green saw what had to be done. Robert McCutcheon, Jr., mayor in 1941-43 and Ray Dugan, Councilman under Mayor George S. Patterson, long time real estate operator and during this period large scale investor in tax certificates, saw the problem clearly also.

So when the County started moving toward mass foreclosure and sales of lots and acreage, the city, in self protection, moved too. The two bodies, County government and City government, worked in harmony, partly under law, largely by informal cooperation, toward mass foreclosures without partially wiping out each other.

Circuit Judge T. Frank Hobson, (later, a State Supreme Court Justice, died August 1, 1966,) really triggered the movement dramatically enough to attract general speculator attention, when on December 18, 1944 he quieted title into the County for some 2,500 properties, so that the County could sell the lands and place them back on the rolls as free of delinquent taxes.

As owner of tax clear lands it undertook to inaugurate a steady series of public auctions so as to distribute the title to a large number of private owners, who hopefully would develop, but at minimum had the courage and means to pay the annual taxes.

This procedure was delayed by court action and

for other reasons so that the first public sale was actually held on the court house steps at Clearwater on August 14, 1945. Between then and October 11, 1951 a total of 39 County sales were held. Actually to a considerable extent, the properties offered at each sale were dictated by requests from speculators and prospective builders and others who promised to bid the lands offered in at prices acceptable to the County.

The City under the leadership of City Manager Carlton Sharpe and Dugan undertook a similar program as to City properties. The City would sell subject to County taxes and the buyer could settle those under the Murphy Act.

The auction sales at first were attended by very few but as the word spread and confidence returned the circle of buyers got larger and larger.

One patriotic gesture by the City did much to attract the attention of the public to the land sales. In 1945 and 1946 War veterans were streaming back to the city and to show public appreciation a land "auction" limited to veterans was arranged. But it was an auction in reverse, in fact it was a lottery. The veterans who wished to participate drew for numbers. The "price" of each lot was a nominal sum. There were several hundred lots selected from all sections of the city. Owner of Number 1 had first choice, Number 2 had next, and so on. The "auction" was quite a success.

This writer attended practically all of both the county and city sales. He promptly solicited various individuals, made deals with five, whereby they provided the money, he selected the properties, bought them in, developed programs to resell the lands. This in several instances led to house building operations.

At first a few others were doing likewise, rapidly the circle of buyers spread, and eventually a very brisk real estate market developed. In fact toward the end the crowds got large and unruly with frequent rather angry clashes between bidders.

The lots sold for prices that would be considered absurd today. For instance lots in choice sections of Eaglecrest, Pasadena, closer in West Central subdivisions sold at from \$75 to \$200 a lot. A few even sold in Snell Isle and Granada Terrace. This writer bought whole blocks of lots out Fourth Street from North St. Petersburg Subdivision at 62nd Avenue North to 90th Avenue for as low as \$10 a lot.

Fortunately a considerable number of the new owners had the urge to build, which was natural, because the demand for homes was terrific and of course war time restrictions were promptly dropped with the declaration of peace.

Perhaps the reader can get the clearest picture of this revolutionary movement by a brief description of a specific situation which started with auctioned lots and ended up with a hundred occupied homes, all in pretty short order.

One of the local investors that this writer interested in buying many of the auctioned lots was At-

torney H. W. (Jack) Holland. The two bought some 200 Jungle Terrace lots at around \$50 a piece. They were 50 foot lots that this writer had manufactured together with C. W. Hunter in 1923, and had sold at ascending prices during the 1925 boom, ending on a high note of \$2,000 to \$2,500 a lot.

One hazard of this purchase was that the style in lots had changed drastically between 1925 and 1945. In fact the real estate industry in Florida — in common with all other elements of business, professions, cultures and mores — has been in a constant ferment of change during this century. These changes have applied to lot sizes and shapes, style of houses, methods of building and materials, financing and sale procedures.

At the century's beginning, the lot was narrow and long. There must be room for a house, and one or more of a horse, a cow, a privy, a garden, a wood pile, a barn, a cistern and a well and pump.

Houses were two, frequently three, occasionally four stories high. People walked to work, to school, to church and to play.

The automobile banished the horse and the cow. Refrigeration and canning and food preservation processes doomed the garden. Gas and electricity ended the wood pile, and the septic tank replaced the privy.

The automobile shelter moved up alongside the living room, widened and shortened the lot. Modern housekeeping appliances and furniture shrunk room sizes and eliminated upper stories.

Finally came air conditioning and then the rebellion of sonny boy and dad against pulling weeds and mowing the lawn; and the present age cliff dwelling — the high rise apartment — was born.

Time was when building a new house was a momentous event, frequently saved for and planned for half a lifetime. Banks did not lend on mortgage, financing was hit and miss in the hands of individuals. Capital was scarce compared with this age of affluence. Architects could make a living only in large cities. People planned their own houses or let the builder do it or selected one from a book of house designs.

In South Florida houses were built of wood. Period. The town's rich and proud built a brick house as a status symbol. A land developer limited himself to clearing the land, filing a plat and maybe putting thin temporary shell or marl surfacing on one or more of the streets. In luxury subdivisions sidewalks were essential. It never occurred to a developer to build a house. He left that to the buyer. New areas grew up slowly with a thin scattering of houses. In 1925 the style was a lot 50 by 135. By 1945, the style was 75 by 100. The Jungle Terrace lots were 50 footers. That situation was met in part in this particular situation by grouping lots in sets of three and dividing the three 50 foot lots into two 75 foot lots. Nothing could be done, of course, to salvage the back 35 feet that was now out of style, but even that situation was made to work out fortunately through some care in elaborate land-

scaping of back yards, and going for outdoor grills, patios and elaborate informal heavy plantings.

A builder was contacted willing to undertake the construction of 100 houses, he agreeing to buy the new 75 foot lots at \$375 each on a when and if basis, giving the original speculators approximately a clear hundred percent profit. One must not forget however that there was a tremendous amount of paper work involved, a temporary subordination of the lot price during a work out of house construction and financing under FHA auspices.

This writer became the sales agent for the builder. A modern day builder would turn green with envy at the situation. Perhaps half of the houses were sold before a footing was poured or a foundation laid. In response to modest advertisements would-be buyers almost stormed the office. They barely looked at the plans. The house hungry prospects, largely returned war veterans, were actually interested in only two or three things; how quick could they move in, the monthly payments, the number of bedrooms. Nothing else mattered — not even the price. In fact the date of possession was the crucial question. The F.H.A. rigidly set the price based on realistic formula.

Results at times were quite embarrassing or at least inconvenient. For instance there was the case of the lady from Manila and her teenage, date-eager daughter. Mother was in process of getting a divorce from a U.S. military officer stationed in the Philippine Islands. They bought with a guaranteed delivery date. The date was not met. Mother came to this writer's office in tears and near hysteria. She had paid her rent exactly to the date of promised possession. She had no more money. Her landlord had rented her room; she had to move the next day; had no roof, no wampum.

This writer and his family had free house guests for several weeks. The land brokerage business is not all skittles and beer.

Jim Rosati has the honor and distinction of revolutionizing the great parade of almost 50,000 single family houses (48,523 to be exact), that altered the size, the appearance, the direction of the city of St. Petersburg and Pinellas County. He first brought effective mass production techniques to the City. He was the first operator to file a big new plat in some twenty years. Rosati appeared quietly and without fanfare before the City Planning Board on November 17, 1948 and asked approval of a plat to be known as Tyrone Gardens, some 100 acres at the northeast corner of Ninth Avenue North and Tyrone Boulevard. What threw the Board into a tizzy was a plot of 17 acres at the corner and designated "Shopping Center." Certain members hid fear under indignation. "Whoever heard of such a thing?" Well, nobody present except Rosati had. "It's entirely too big." Tut, Tut. Not to say cluck, cluck, said various Board members.

This writer finally moved approval, accompanied by the remark that during some 40 years of activity in the City he had never seen anything planned big enough yet. The motion carried and Rosati went on to

build the City's first major modern shopping center. His career-crowning construction was Orange Lake Village on Seminole Boulevard (U.S. 19-A). The lots were small which turned out to be just what the buyers wanted (not much grass to mow), the landscaping was generous, but best of all there was a really good Community Club, generous recreational area, a lake and provision for ample shopping facilities. Rosati built in all approximately 2000 houses, mostly in the \$7,500-\$11,000 range in the City.

Perhaps long range, Rosati's greatest contribution to local residentialism was successful introduction of concrete blocks in house building. Blocks, plus solid fill underneath, concrete or terrazzo floors, are now the conventional standard.

This writer visited the Tyrone Gardens operation frequently, was fascinated with the various short cut techniques Rosati used. Of course so rapid has been the advance since then that what was far out at that day would be hopelessly inefficient today.

James Rosati was born January 26, 1898 in New York City and had a successful career in the house and road building industries in that area. He was known as "The Duke." He loves music, the theatre, sports. He became involved in Norfolk, Virginia during World War II, moved from there to Tampa, building 398 houses in Belmar Gardens in the Interbay area. From there to St. Petersburg was a natural step.

Rosati's major developments have included, besides his pioneer Tyrone Gardens, Oak Valley in West Gulfport, Orange Hill and Orange Estates in St. Petersburg, Retirement Village at Disston and U.S. 19, Orange Lake Estates, U.S. 19-A, and Skyview Homes in Seminole.

He built more than 5,000 homes in the County, nearly half of that number in metropolitan St. Petersburg. He has two sons, John and James, Jr., is retired and lives on Treasure Island Causeway. (Rosati died October 15, 1967. Editor.)

Johnny Haynesworth, of Plant City, later partnered with John Shelton (deceased) together with Martin Ahl, Jack Williams as part of a great team of dedicated young men, was at this time industriously building large numbers of homes but at first was buying lots from hand to mouth, here and there, on existing subdivisions. He quickly realized the advantage of buying land relatively cheaply wholesale, conditioning the land barely ahead of the house foundations, and throughout streamlining his operations. For a time he dominated the field.

Haynesworth had during war times done well on various military contracts and later after the heyday of his St. Petersburg single house operations again executed major constructions for the U. S. Government at Cape Canaveral, the Canal Zone, various West Indies Islands and elsewhere. His crowning accomplishments locally was Meadowlawn on North Ninth Street, complete with shopping center. Firm name, once tops in St. Petersburg, was Florida Builders, Inc., St. Petersburg.

Mr. Haynesworth was born in Fort Meade, Polk

County, in 1910, but his family moved from there when he was an infant. (Fort Meade got its name during the Seminole War from an army officer who later became a famous Federal general in the Civil War.)

The family moved to Mulberry and Johnny as a youth worked in the phosphate mines. He was in Panama City during the war as a plumber. He then moved to Plant City (for the very good and understandable reason that his wife liked the town) and has made his home there since.

Florida Builders was formed by Haynesworth, Bob Hosack (still in business locally) and Ed Tessier. The last named owned most of the lots in Eaglecrest and the firm first started building operations there. Hosack and Tessier soon dropped out of the enterprise.

Hearing of one of the first pre-fab plants in Orlando, the partners inspected the operation, started one of their own here shortly before Rosati began operations.

Eventually the company ended up with large administration offices and a streamlined prefabrication plant at 700 - 43rd Street South. Here approximately a thousand houses were turned out, some being trucked to other states. Haynesworth has been connected with the Citizens, Northeast and Liberty Banks of St. Petersburg and the Florida National of Plant City.

The organization has faded from the local picture. A brother, R. J. Haynesworth, an attorney, operates a small title insurance business at 3701 Central Avenue. Johnny Haynesworth was briefly a principal figure in the early days of the Citizens National Bank. The firm built approximately 5000 houses.

Gadfly to all other builders, but especially Florida Builders, was Nortney Cox, from Decatur, Alabama. If Florida Builders put up a model home, Cox would promptly pop one up alongside or nearby, a shade more attractive, a shade cheaper. He built a good house, loved a fight better than a feast — or money, for that matter.

When the house "game" petered out Cox changed into politics, was elected councilman for St. Petersburg, created more turmoil than a panther in a flock of roosting wild turkeys. He loved it. He was frequently wrong but he was a great stirrer upper. Because he made people mad and fight back, he also made them think. The end result was good. When he ran for re-election the electorate rewarded him with one of the most resounding defeats any local official, offering for re-election, ever received.

But Mr. Cox is currently doing very well, thank you. He catches on quick, can sense a change as quick as the next one, is now doing well in apartments. He built approximately 1300 single family houses.

Prior to his building activities Cox had been a band leader for fourteen years in his home town, where he was born in 1908. His wife Emaline Kirkpatrick, Tupelo, Miss., and he have two sons. The family came to St. Petersburg in 1946 in a house trailer, on a vacation; liked it, and Cox added a 14 by 20 foot Cabana to the trailer, sold it at a handsome profit,

promptly went into the house building business.

However, long range, Sidney Colen has been, and now is perhaps the greatest of them all. When he came to St. Petersburg in 1947 he was an interior decorator by profession, had no intention of building houses. In fact, he casually stopped by en route to South America to visit his parents, has never left. Deeply dissatisfied with the general pattern of local housing he found, he took a hand in the game. His forte has been to build a distinct step above the low price median, gear his operations on the wholesale economy plan but nonetheless contrive to turn out superior and distinctive houses to suit the individual tastes of Madam Queen, the Housewife. He has done better than swing with the tide — he usually leads the procession.

He alone of local builders conceived, planned and fathered his own City, Kenneth City. In choosing the name he followed his pattern of honoring members of his family by using their names. Examples: Sheryl Heights is named for one of his two daughters, Merna Sheryl. The other daughter is named Leslee. The son is Kenneth. The names of all three are used for subdivision titles.

Kenneth City is smack alongside St. Petersburg, lying between 40th and 54th Avenues North and 54th and 66th Streets. The city was incorporated in 1957, now has more than 1,200 homes and 4,000 people. It has a complete government, parks, shopping center, all utilities, city hall, police and firemen. Mr. Colen built and donated to the city a \$20,000 city hall and the 3.47 acre site on which it sits.

Colen was born in Toledo, Ohio in 1919 and received his education there in the public schools and the University of Toledo, majoring in the humanities. He has been very active and influential in civic and public affairs of his community, ever generous with his time and money. He was for many years a member of the St. Petersburg Planning Board, characteristically steadily urging its members to study the ever-changing pattern of housing and in building cities and to change rules and concepts before trouble developed.

Among his other activities have been Board of Realtors, United Fund, Florida Philharmonic, the South Pinellas County Hospital Foundation, Jewish Community Council. His wife's given name is Ina, the family residence 2200 - 2nd Street North.

Principal developments have been, besides Kenneth City, Merna Manor, Disston Manor, Leslee Heights, Kendale Park, South Causeway Isles, Sheryl Manor, Merna Park, Clearview Oaks.

Clearview Oaks is one of his most significant contributions; it being an apartment complex designed for an eventual 651 units, centering at 40th Avenue North and 58th Street. This is one of the three major apartment developments that stand at the leadership of the parade of multi-family units now in process of revolutionizing St. Petersburg living. This movement will be discussed at greater length in a following chapter, but the "BIG THREE" in apartments are summarized now briefly.

Town Apartments, 2100 - 62nd Avenue North is planned for 765 units, in mid-1967 had 425 families in residence, a total of 580 sold. The owners thoroughly confident of the future, have started a second development in South Pasadena, the central unit of which is a 6 story 72 unit luxury waterfront building. Ultimate goal is 400 units; in mid-'67, 48 had been sold and occupied. The two owners are Julius Green from Michigan, Herman Geller from Miami.

Seminole Gardens Apartments, 11200 - 86th Avenue North, Seminole, aims at an ultimate 1,100 units; in mid-67 had 425 sold and occupied. Sam H. Vuncannon is President, Cassius L. Peacock, Secretary and Treasurer, they being respectively from Washington, D. C. and Coral Gables. Minimum age limit of occupants is 18.

Clearview Oaks, with 651 units, plus 765, plus 400 for Town Apartments, plus 1,100 for Seminole Gardens, totals 2,916. To these must be added the community buildings, administration and maintenance facilities, services for approximately 3,000 units, with a head count of perhaps 7,500 people. The three will occupy not more than 250 acres of land. It is to be noted that 3,000 single family houses would require about a thousand acres of land. It makes one somewhat breathless to calculate that the 57.36 square miles of this city at that density would house 1,101,300 people. From the standpoint of governmental expense and occupant costs the apartment plan of living is distinctly less expensive. Governmentwise, less expense for streets, utilities, police and fire protection, garbage collection. For occupants less travel expense, fewer cars, cheaper housing in relation to quality and services and amusements. And more comfortable and convenient for elderly persons.

It is not necessary to add that all three of the big developments provide recreation, amusement, occupational hobbies, services.

Principal reason for the Colen success has been his long range planning of his finances. He carefully plans and prepares his safe and solvent exit from an investment adventure before he dives overboard. Colen has built in Pinellas 5,100 living units. In mid 1967 Colen announced by far his most ambitious project, a 4,900 unit apartment development located on 412 acres of land northeast of downtown Clearwater. There will be a million dollar recreational area. When completed it will be larger than the total of perhaps the existing half dozen apartment complexes in the County combined. Colen is the champion builder of them all, both in numbers of units, and also dollar-wise.

Charles Cheezem also rates listing with the leaders. Although he arrived on the local scene belatedly in terms of 1945-59 and has scattered his activities as far as Cape Coral, Fort Myers, Orlando, Tampa and MacDill, by his volume of homes, some 3,300 and his prompt response to the swing to apartments and a sensibility to the tastes of the people, he ranks high on the list of leaders.

Born at Fort Sill, Oklahoma to military parents, on October 25, 1921, he grew up on the run, so to speak,

attended grade schools in Andrews, S. C.; College at Clemson, S. C.; rose to rank of Captain in World War II, earned a purple heart, finished college after the war; built 800 houses before coming to Florida. He partnered here with George Davis in 1952, eventually bought him out in 1958, went it alone. High points of his varied activities are: Redington Reef, Waterfront Co-Op Apartments at 5th Avenue South, both in 1956; Tangerine Towers, Negro 2-bedroom apartments in 1960; 200 homes at Patrician Point in Shore Acres.

His biggest single project has been Ridgewood Grove and Ridgewood Mountain (elevation 70 feet) Village on Oakhurst Road (74th Avenue North) in Seminole. His public facilities are unusually generous. His community building is Seminole's focal point for public affairs.

Cheezem has a flair for publicity, goes in heavily for prize winning model and experimental homes, promotes turkey shoots and other attention getters, was St. Petersburg Board of Realtors president in 1963; has served as a member of the Southwest Water Management District since 1962. Currently he trends more and more to apartments, scatters them around.

Cheezem married Carol Tisdale of Maysville, S. C. They have three sons, Kenneth, John Michael and Christopher.

Rating close behind these leaders are Dick and Ray Deeb, who over the years have built 1,900 living units. They have operated over a wide field, their principal operation probably being Sun Haven Homes Subdivision adjoining Kenneth City. They are versatile, do general contracting, will enter any venture where they sniff a dollar. Dick is currently one of the four State Senators from Pinellas. Previously he served a term in the House, met defeat after a lackluster term; as a Senator has well played a strong and leading hand.

The Deebes are members of a large and far ranging family of Armenians. Most prominent member of the family is Syde Deeb, of Tallahassee, usually a power behind the throne at the seats of power at the State Capitol, but with Kirk his star was dim.

Frank and Bob Crisp, uncle and nephew team, have had distinguished success in Northeast St. Petersburg. Operating at a higher price level than those previously discussed (except Colen) they too have founded a flourishing community in what was once a discouragingly low and unattractive area. They are responsible for approximately 900 houses, have to their credit a major shopping center, a bank and other community appurtenances. Bob has a political flair, has been President of the Chamber of Commerce, is a member of the downtown power group, and is and has been indispensable as a local representative of various state and national political figures. He was born in Orlando July 16, 1927; graduated from FSU School of Business with BS degree. He married Joyce Carter in Jacksonville July 10, 1948 and the couple have three children, Gail Joyce, 18; Laurel Devon, 15; Robert Patterson, Jr., 7. They moved to St. Petersburg in 1951 and joined his uncle, Frank, and is now president of the firm.

Frank Crisp was born July 7, 1888 in Laurens, S. C., died January 28, 1966 in St. Petersburg. He moved here in 1924. He was a graduate of Clemson University, was president of the Realty Board.

The firm developed Northeast Park, N. E. Park Shores, Snell Isle Estates and built the Northeast Shopping Center. Frank donated 18 lots to the Northeast Little League for a ball park named for his one child who died as an infant.

The names of several other men, operating with distinction on the edge of the mass production field, but in the upper levels of price and quality, stand out.

Rating first mention, because of length of operation and excellence of product, stands Cade B. Allen, who died in May, 1959. Starting years before the 1945-1960 hurrah, he created one of the three or four high priced "status" residential areas — Allendale. All houses were carefully built to suit the tastes of the expectant owners. Unknown probably to the buyers, they too were carefully chosen by Mr. Allen to fit in with those homeowners already there. Buying a lot in Allendale and living there was an earned mark of distinction.

Cade B. Allen was born June 2, 1882 at Binghamton, New York and married Eva Leona Bennett there in 1912. He had first been in St. Petersburg in 1911, returned here in 1912 with his bride, opened a real estate office, switched to his old trade of brick mason, then started a dairy and garden on North Fourth Street, which ran west to Crescent Lake. He shipped in three carloads of Guernseys, first in St. Petersburg, some of which were used to start the Hood Dairy, still in existence. In 1922 he and Harold Smith bought 160 acres of land, started Allendale. Harold Smith, who comes close to being the local broker who has operated here the longest, soon sold to Allen.

Most of the homes in Allendale were built by Mr. Allen, and their excellence is the only testimony the builder needs. He built the Allendale Methodist Church, giving the land and much of the money, also contributed liberally to other churches and to the present Y. M. C. A. building, he being one of its first presidents.

Mr. and Mrs. Allen had eight children. Donald C. and Harold B. continue the original contracting firm of Cade B. Allen & Sons. Ralph W. is an independent building contractor. Robert L. is an architect, Burton L., a Realtor and appraiser. Of the three daughters, Mrs. R. S. (Rena) McClendon and Mrs. Robert E. (Eva) Lewis live in this city; Mrs. Paul B. (Esther) Chandler, Jr. lives in Memphis. Mrs. Cade B. Allen, 80, lives in St. Petersburg.

James Stephenson, Sr., father of the present builder-councilman Jim Stephenson, started the Alta Marina project in 1925, between 56th and 62nd Avenues, South, from 4th Street East to Tampa Bay in a good area but it failed on first try nevertheless. In 1929 Robert Lyons, a Washington lobbyist, tried again, failed. A powerful factor was an elaborate \$1-1/4 million club house recently turned into a luxury retirement home and the subject of bitter litigation

between the sponsors and County Tax Assessor Mac Haines, who won his point that the property is not in fact a charitable institution entitled to ad valorem tax exemption. The home operates under sponsorship of the Methodist Church. But Lyons gave up, died in Washington in 1948.

Joe Bonsey and Wm. Gorman (deceased July, 1966, aged 77) another nephew and uncle team, pioneered first briefly in Gulfport, but later notably in Bahama Shores (Bahama Shores in popular conversation, Bahama Beach according to the name of the plat) with complete success. Two things make this achievement noteworthy. Bahama Beach had previously failed twice under the name of Alta Marina, as previously had almost every attempted Southside development. Bonsey is one of three notably prominent brothers. They make a remarkable team; John W., politician and industrialist; Frank G., an architect; Joseph C., a builder-publicist, also with Gorman published a slick paper magazine, first named "The St. Petersburg Magazine," later called "The St. Petersburg-Tampa Magazine" during 1962-66.

The Bonsey family came to St. Petersburg in 1940 from Philadelphia. Joe is a Republican, John was, went against the tide, became a Democrat. Gorman was a spectacular and powerful personality and weighed close to 300 pounds. He had been a successful engineer. Was first chairman of the Auditorium Authority. His widow lives in St. Petersburg.

R. W. Caldwell, of Gulfport, led another successful Southside parade, when he started building quality homes on South Ninth Street. He has built several score houses in that area.

Mr. Caldwell was born August 20, 1920 in Meadville, Pennsylvania and married Adele Alport in 1945, and they have three children. He first came to St. Petersburg with his ill mother, who announced she would never leave, didn't. Her husband entered the real estate business in Gulfport. Their son was educated as an aeronautical engineer at Massachusetts Institute of Technology; left San Diego in 1951 where he was working at his profession, came to Gulfport. He successfully pioneered the South Ninth Street area after having made a success of Pelican Creek in Gulfport. He and W. D. Strickland then made a success of Catalina Gardens at 56th Avenue South and 9th Street, starting in 1957.

Henry Harshaw, a rugged individualist if there ever was one, has made a notable and distinctive addition to St. Petersburg with Harshaw Lake in the 22nd Avenue North to 30th Avenue area, running west from 37th Street. He has built in St. Petersburg 1200 homes. Born April 13, 1894 in Murphy, Cherokee County, North Carolina, he takes deep satisfaction from the fact that the original Harshaw homestead has been in the family since 1836 and that he has recently restored the house and operates the farm.

He loves to tell the story that he came to St. Petersburg on June 10, 1924, peddling a special auto tire deal, sold this writer a set for \$250, who promptly sold him two lots for \$2,500 and bought them back several

years later for \$250.

Harshaw started Harshaw Lake in 1951, was a pioneer locally in displaying model houses, builds on order mainly and only for adults. He shuns F. H. A. and G. I. financing. He carefully selects and screens his buyers, all but two percent of them having paid cash for their homes. He was educated at Riverside Military Academy and North Carolina State in engineering.

Jim Stephenson, quiet but competent developer, a city commissioner until recently defeated, has had notable success on the Southside. He inherited large acreage from an able father, but a man who had very indifferent success prior to 1945 in that area. He builds quality homes, has produced a distinguished and carefully planned home area.

The Wolosoff brothers, Morty and A. B. (Bibbs), were the last of the big successful southside tradition-breakers, with their Maximo Moorings on South 34th Street. Their Maximo Marina, claimed to be the largest covered marina in the world, has been a great success. The home area, covering several hundred acres with minimum house cost of \$15,000, has also enjoyed success. There are 920 homes in the area.

This parade of names is not complete without that of Charles Rutenberg, although he never operated in St. Petersburg. For more than a decade he has been the biggest county builder, one of the state bigs. He and his brother and father came to Pinellas from Chicago in 1954 with a total capital of some \$32,000. In early 1969 they sold their corporation, Imperial Homes, to one of the new national conglomerates for slightly less than 13 millions. Charles Rutenberg continues to operate the Pinellas and state operations which has swung sharply from upper price single family homes to luxury apartments.

Rutenberg introduced in the high price home field the technique Jim Walter spread nationwide in the low cost field — building on the owner's lot rather than his. This eliminated both risky financing and the hazard and expense of selling the package after it was finished. The organization has done major building in St. Petersburg, is now in the first ten nationally.

That St. Petersburg is distinctly a community of conservative people was sharply demonstrated in one South Ninth Street development that very decidedly flopped. Local people want none of the so-called modernistic housing. George Ely, a brilliant local architect-builder, built four or five "model" modern homes at Pinellas Drive and Ninth Street South. At their openings, thousands flocked to look and exclaim, but definitely not to buy. The owner had hard going to dispose of his models, which he called "visionarying."

Incidentally, another brave couple built a varicolored, gaudily painted modernistic house a few years ago in South Pasadena on Pasadena Avenue and moved in. Public response was bitterly reflected in a large sign they erected in their front yard. It read:

"We don't like your house either." But they soon remodeled, fled.

But suddenly in November, 1959 the whole building and banking fraternity realized that the Time had run for the great Single Family Building Boom. There was a shuddering pause and shivers of the fear that brings panic ran up and down the spines of men.

Everybody realized at one time that there were hundreds of vacant homes; that people were walking away from others every day, that foreclosures had started.

But no panic occurred, as many momentarily had feared.

An assessment of various factors very quickly and clearly shows why, after the first brief uneasiness, the economy of the community flowed strongly on.

Building had indeed gone bad, very bad, but it was soon realized that there were many other strong segments of the economy, that building was a relatively small percent of the total employment and spending total.

Building practices in the terminal years could indeed have brought on a bad recession. Practices and conditions had indeed gotten bad, close to the point of absurdity.

A builder with a sprinkling of cash and a veneer of experience could wangle first mortgage commitments from FHA or a lending institution for 80 per cent of the SELLING price of a house or 100 per cent of the COST price of a house. The lot would be financed on a temporary second mortgage or unrecorded contract to be liquidated from the last "draw" on the first mortgage money. If — and the "if" got to the point it was very "iffy" — in the meantime the house had been sold, the builder could walk away with a profit with the possibility that he had not been out of pocket a dime during the whole period of construction. This was especially true for those so-called contractors who better should have been dubbed house brokers, because they frequently sub-contracted every single step of the house construction, had on their direct payroll not an artisan, only expeditors, finance men and inspectors. Open lines of bank credit to the contractor and sub-contractors usually covered all interim current money needs.

The house of cards collapsed of course when the stream of sales stopped. The climax year of 1959 saw permits for 4,309 living units; 3,539 single family and 770 multiple. In effect, therefore, it was realized early in 1960 that the accumulated unsold and abandoned houses totaling some 3,500 was almost as big as the entire production for 1959, giving good reason for fear. The builders actually contributed largely to their own downfall because they had built too many poor houses in the wrong places. An important contributing factor to the November, 1959 halt was the fact that certain builders, seeking cheaper acreage to turn into lots, produced sites in absurdly unsuitable places while all too many builders, tempted by easy sales, produced shoddy houses, particularly in non-incorporated areas, the County then having a weak and poorly enforced building code.

These far out sites and shoddy houses were strong

contributing factors in the slow absorption of the surplus houses.

Post mortem analysis shows some great gains during the period, some reassuring figures for the years ahead.

Home Ownership

First perhaps in importance St. Petersburg had become one of the great bastions of home ownership in the state and nation. Even in 1940, 48.4 per cent of occupants owned their homes. Closest Florida city was Orlando with 41. In 1960 the percentage for St. Petersburg was 72.3.

During this 15-year period, 1945 through 1959, the nation had had five business swings or cycles up and down. By contrast, St. Petersburg had marched steadily ahead, no downs, just ups.

The astounding and reassuring thing was that despite the home building disaster the total local economy never quivered, never wavered, in fact in recent years has increased astronomically. A minimum of figures will demonstrate this:

	1959	1963	1968	1969
Building trades employment	12,500	8,820	9,600	10,800
Living unit permits (county)	12,409	5,139		
Foreclosures	100	1,192		
Employed in manufacturing	12,100	14,700	19,800	21,200
Total employment	83,700	93,000	112,200	129,300

It must be remembered that a rapidly increasing population cancels to some extent an apparent rising economy.

As a worthy postscript there should be recorded the names of some of the builders, the shock troops of that great economic engagement. For be it remembered that they were the prime movers who built what was at last in actuality a city. It is neither a credit nor a debit that they accepted the foundations and the outline and the character of a city that had been forged by the great dreamers before them. Nor a discredit that in creating their neighborhood business units we call shopping centers, they sucked the juice out of the downtown inner core and left a complacent hierarchy there high and dry on the shores of near bankruptcy. They were merely the agents of a movement that has been nation-wide and inevitable, a revolution that automobiles and TV dinners, air conditioning and TV and wealth, and a score of other economic and social forces have wrought.

Make no mistake, there will always be survivors of the building business, one of the most hazardous in America. Locally these have survived for a long time; their first year of operations following their names: L. C. Parker, 1932; M. B. Welch and Lester Black, 1934; C. Harold Anderson (Anderson Lumber Company) 1936 (An inspiring thing is the fact that he has ably been assisted through the years by his valiant wife,

who operates from a wheel chair.) Lyle Gnagy, Warren A. Hawk, Sherman W. King, 1937; Harrison Fox, 1938.

Nor fear not, come what may, that St. Petersburg will fail to grow, and the building industry, in all its

changing forms, grow with it. As evidence here is the number of licensed builders for representative years; in 1946—30; 1949—60; 1954—170; 1959—434; 1963—600; 1966—643.

Chapter XXX

TRAILERS

The Central Avenue green bench was the nationally recognized St. Petersburg trade mark for almost exactly a half century after Noel A. Mitchell invented them around 1907. Loyal St. Petersburgers were a bit sensitive about that particularly when a nationally famous columnist characterized the Green Benches as living in "The cafeteria paradise of the idle stupid."

Beginning, however, in the mid Nineteen Fifties they faded, as many of the erstwhile occupants transferred from loyalty and habitat to the cozy neighborliness of the trailer park.

This drastic turn of habits is partly frowned on, partly not recognized. The benches were conspicuous, the trailers aren't. Conventional home owners and much of officialdom frown on them; at least until recently. Now the tide has turned.

The turn, in fact, is rapidly altering living patterns and the economy. The number of people in mobile homes and the volume of homes has made Pinellas first in the nation in number and behind only Manatee and Sarasota counties in the percentage of its population so living. Increase the last few years has been fantastic and if it continues will overtake its two rivals.

More people permanently live in house trailers — beg pardon, mobile homes — in St. Petersburg and Pinellas County than any other local political unit in America. With St. Petersburg as the capital the four-county Tampa Bay area is the kingdom of the trailer world. For, while Pinellas has many times more trailers than either Manatee or Sarasota Counties, these two smaller communities have a much greater percent of their total population so living.

The following statistics tell the story:

	Number Trailers 1967	Occupants	Population 1960	Percent in Trailers
Pinellas	21,378	53,445	374,665	14.52
Manatee	9,529	23,832	69,168	34.42
Hillsborough	8,610	21,525	397,778	5.41
Sarasota	6,938	17,345	76,895	22.55
Florida	130,837	327,090	4,951,560	6.60

The 1969 total for Pinellas is 34,000. There are now 276 mobile home parks and 90 more on the drawing boards, according to Col. C. L. Dawson, 400 - 24th St. N., President of the Mobile Home Federation.

(Number of trailers is based on trailer tags purchased. Number of occupants is an estimate based on 2.5 persons per trailer. Inexplicably the Federal Census Bureau refused until 1966 to recognize a house trailer as a distinctive type of dwelling, failed to note them in their head and house counting, notably in the 1960 census.)

Trailers first became an important factor as permanent living quarters during and immediately after World War II. They started as a cheap and convenient mode of travel and for camping trips, with temporary living as a secondary impulse during and after World War I. During that war mostly homemade, makeshift living facilities were built on trucks and added to passenger cars by cutting off the rear portion of the body and building an "efficiency apartment." At the end of the war a flood of this type of vehicles inundated St. Petersburg and other South Florida areas. Then they were actually "Trailers." Now they are "mobile homes," but not one in a hundred ever moves after first being placed in a Park.

Trailer Parks, Motels

Small manufacturing enterprises started and the new type of living quarters came into popular use around big construction jobs. Gradually spontaneous chains of trailer camps developed alongside arterial highways, especially those that led to and from resort areas. The camps were generally pretty crude and skimpy on facilities. Frequently separate cabins were included for conventional car travelers. From these "camps" flowered two new types of living facilities, — trailer parks and motels.

Parenthetically it might be fitting to insert here that a St. Petersburg citizen, C. Max Hunter, Jr., once a business partner of this writer, coined and copyrighted the word "motel." He and Art Chaney, an associate, attempted in the 1930's to promote a

nationwide chain of motels. They became stranded and broke in Los Angeles and Hunter sold his copyrighted word for \$500 to acquire get-home money.

The pioneer trailer parks in St. Petersburg were:
Lowe's City Cottage and Trailer Park, 5300 28th St. N. - 190 spaces;

Southward Ho, 1850 5th Avenue North - 224 spaces;

Orange Blossom Trailer Park, 1800 5th Avenue South - 280 spaces;

White City Mobile Park, 3049 6th Street South - 245 spaces;

All States Court, 3027 6th Street South - 86 spaces;

Lealman Trailer Court, 3301 58th Avenue North - 270 spaces.

The Kiwanis Club of Bradenton and the City of Sarasota were pioneers in developing the modern trailer park. In 1937 the City of Sarasota saw the development of a new phase of the tourist business for Florida and established, on East Main Street, a municipal trailer camp ground. Trailer occupants in that day were called Tin Can Tourists. They flocked to this new facility by the scores.

An alert Kiwanis Club of Bradenton — one of the great clubs of Florida of that group — got in the game, too. Prior to then there were only two established camps, at Jacksonville and Arcadia.

In the late 1940's as trailer parks multiplied and lax zoning regulations resulted in angry outcries from dwellers in single family homes and apartments, more severe regulation began to get serious attention from the St. Petersburg Planning Board. As a member, this writer found a majority of the board hostile to trailer living, seriously questioning their desirability for this city.

Trailer Experiences

This writer was cautiously favorable to trailerites. For some 90 days he had lived in a trailer and had had a favorable happening in the real estate brokerage business which convinced him trailer parks served as good recruiting and educational incubators for permanent housing residents.

The writer was appointed chief clerk of the 1943 Florida House of Representatives. This created a living problem and a trailer appeared the most satisfactory answer. From previous legislative experience the writer well knew the strenuous nature of the chief clerk job. His finances were low. At that time Tallahassee restaurant food was notoriously poor or notoriously expensive. His health was bad. He solved all three problems by buying a 20-foot trailer — a very big one for that day, as contrasted with the double width 60-footers of today — for \$800 on credit from Dave Welch, the Gulf Beaches developer. He hid the trailer in back of a delightful farm house near Tallahassee. Being a fairly good cook he lived well and cheaply, completely hidden from pressures and lobbyists. At the end of the legislative session he hauled the trailer to Panama City where a busy wartime

shipyard was in operation and some 45,000 people were struggling to live in a city that had housing for 15,000. The trailer was sold in a few hours at a handsome profit.

When pressure developed for more stringent regulations on trailers this writer, as a member of the planning board, undertook to inform himself. He sought out a young couple he knew who had developed a large trailer park on the edge of the city. They had offered much in entertainment, planned recreation and services (including a weekly Bingo game, which was attended by practically every inhabitant of the park.) They also demanded more — only trailers not less than 30 feet long nor more than three years old were permitted.

Trailerites Examined

He found that the citizens of the park were, by and large, well educated people. Most had held relatively upper echelon jobs with large corporations or had their own small businesses. They had spent their active years in circles of middle and higher status.

The wife of the owner-operator team was asked just why this good class of people sought life in a trailer park. Her answer boiled down to the following:

"These people feel they have served their time working, raising families, being responsible members of society. What they now want is freedom from responsibilities, schedules, duties of every kind. In other words they are escapees from life. They want their recreation planned for them. We give them something different each week. They want freedom from house maintenance. We give them that, including maid service if they wish. They don't want any particular contact with local business, social or political activities."

Further contact with trailer people confirmed this first summary. A community club was formed in the neighborhood. Memberships were sought from the trailer citizens. Not a person joined. Later efforts to interest them in a political campaign drew almost a complete blank.

On the other hand, there was another experience. A small subdivision in the outlying area of the city with large lots and low prices needed marketing rapidly and cheaply. An idea was tried. Contact was made with a resident of a trailer park close to the business district, occupied mostly by young couples with one or more blue collar jobs to a family and growing families, often, of young children. This resident delivered, by hand, a carefully prepared letter to these young families offering the cheap lots on low terms, allowing a trailer on the lots temporarily, provided it was agreed additional rooms of conventional house construction would be added to it later.

The response was astounding. All the lots were sold within 10 days. It was apparent that certain trailer parks appealed to young working families with limited means. As children appeared however, trailer life was unsuited and the offer of a large conventional lot,

with housing provided on a gradual, easy-pay basis, resulted in a logical change in housing.

Trailer Evolution

Evolution of trailers and trailer life from the day of the 20-foot trailer to the 40, 50 and 60-footers, to the extra width trailer, to the trick of making a super wide trailer in two sections, delivering them with temporary closure on one side so the two halves could be bolted together when on site, has been rapid. It has occurred in a period of 25 years. Now this area is spotted with good little manufacturing plants that process trailers. There are numerous plants that make and assemble metal pre-fab Florida rooms, patios, porches, garages, extra rooms.

The wheels on the typical trailer in recent years served principally one purpose; to enable the owner to escape ad valorem taxes. When that effort failed the manufacturers started leaving off the wheels which made little difference because already all or practically all trailers were hauled to their permanent sites piggy back on semi-trailer trucks.

In the more modern parks today the trailers don't even look like trailers. Originally width was limited to eight feet. Then 10-foot widths became more and more popular. Finally a last step was taken: 20 foot widths but because of traffic laws these are delivered in two segments, joined when on site. Not infrequently porches, Florida rooms, patios and carports are added.

This writer recently had occasion in connection with a right of way condemnation suit to carefully inspect a subdivision in a prominent location on south U. S. 19. As he slowly drove through the area he was impressed with what an attractive, high class residential community it was. Closer inspection revealed to his astonishment that there was not a conventional single family residence in the area built on foundations. They were all trailers — mostly 20 footers — with such ample and tasteful additions that the appearance was of a superior single house residential neighborhood.

Until 1965, because of the wheels, mobile homes were assessed — and very lightly — as personal property. When county assessor Mac Haines undertook ad valorem assessment the same as for conventional houses litigation developed, and at first he lost. Then by law the trailers were required to have auto tags costing \$20 to \$80. As there is a wide variance as to circumstances, the tax pattern now varies widely. Sometimes the park developer owns the lot and leases it to the occupant. At times the developer also owns the trailer. Then there is homestead exemption at times.

The end result of all this variety is that trailer owners pay from one to three kinds of taxes; personal tax, tag tax; ad valorem tax. The assessor's office recently made a careful analysis of typical parks to determine whether or not trailer parks were carrying their share of the tax load. His answers indicated they are. On a per acre basis four parks were yielding an-

nually as follows: Tropic Hills \$439; Donovan's \$499; Silk Oaks \$563; Lake Haven \$682.

Astoundingly the survey also developed that 2,240 acres of land in the county are occupied with mobile homes and 1,200 more under planning and development.

One of the main attractions to the trailerites is the ease, financially speaking, of moving into a charming living facility in a good neighborhood. The trailer can be bought on easy payments. A lot can be rented. The financing fits the majority of retirement people who have fixed incomes, limited cash or a desire to keep a good chunk of money on hand for illness or other needs. Also, at any time the owners can shut it, travel for months, or sell it and switch to another neighborhood.

Trailer living, as now evolved, fits perfectly into the plans of many people for the end years of life — no responsibilities, no involvement with an increasingly complicated society, almost complete mobility, entertainment on a silver platter.

Strict Regulations

Both City of St. Petersburg and Pinellas County have changed and improved trailer park regulations to meet the wishes of the trailerites and protect the neighborhoods in which they are located. Time once was when a trailer could be stuck almost anywhere — a back yard, a vacant lot, beside the road. But no more. In St. Petersburg park regulations require a minimum of seven acres of land, a minimum of 50 spaces. Trailers must set back from bordering streets 15 to 25 feet, depending on varying conditions. Minimum size of a lot now is 3,500 square feet, approximately 40 by 60 feet. The County is even more strict. In mid-1969 the County Commission was working on an ordinance of added regulations including major increases in lot sizes.

In discussing trailers let us mention three trailer parks in particular. The first two are the older type, close-in-small, unable to handle the large new trailers but, nevertheless, practically always full.

The Southward Ho, in existence over 30 years, all under the same family ownership, is one which seems to have more than its share of elderly widows. Yet, the owner, DeWitt C. Wilkerson, Jr. seems pleased with the arrangement.

Both Southward Ho and the next park, Orange Blossom, another old park have the usual activities for the people in the park. It seems most parks are similar in activities. Owners of Orange Blossom for almost five years now, Mr. and Mrs. Arthur Brammer, bought it from the Conners (owners of Conner's Mobile Home Park on 34th Street, North.) The Orange Blossom is one of the few parks in town that will accept children. As a rule the parks will not. The Orange Blossom is also unusual in that some of its people are not retired. One thing it isn't unusual in is the ability of the owner (or anyone else in the park for that matter) to tell you what all of the others in the park do for

a living, or where they are from or whatever.

The third park — Silver Lake Mobile Resort, 4000 - 24th Street North, is somewhat typical of the modern park. Bright, clean and pleasant looking, its mobile homes are more than likely the latest models, some running over \$10,000 in price. This park is the home of Col. C. Lee Dawson, U.S. Army Retired, a fine gentleman who is President of the Federation of Mobile Home Owners and who supplied a good deal of information on mobile home living. This park is off from the city more than the others and enjoys a true community spirit of its own.

Each of the three parks is similar yet different from the other two, and yet again they are each essentially similar but different from all the other parks in the city.

Oddly, while St. Petersburg itself does not have any companies that manufacture mobile homes, it is surrounded by communities that do. Clearwater, Safety Harbor, Bradenton-Sarasota, and Tampa all have a number of concerns which manufacture mobile homes. Included in the manufacturers are Sportsraft, Davenport, Tropicare, Mastercraft Parkwood and A.A.A.

Tropicare in Bradenton was one of the first, and is one of the biggest in the country. Recently it has widely diversified, notably in the canning and

processing of tropical fruits, especially pineapples, at times importing that fruit by the shipload. It is under the management of Senator (former) Ed Price, Jr.

Campers have sprung into popularity the last two years. Overnight camp spots are springing up along all main highways. The De Soto Park camper site is sold out by mid afternoon practically every day. Mid county is blossoming with a multi million camper manufacturing plant which has been under continuous expansion since the day it started.

Living in mobile homes and traveling in campers has become an established mode of life and fortunately St. Petersburg and Pinellas are both nationally recognized as one of the favored spots, in fact the favored spot.

A state wide survey as of the end of 1968 counted 2,937 parks with 130,171 spaces, an increase of 194 parks in one year. Col. C. L. Dawson, 4000 - 24th Street North, national head of the Mobile Home Association, states there are 278 trailer parks in the county, 90 on the drawing boards or under construction.

As Pinellas has 34,000 trailers and Manatee and Sarasota probably 20,000 by the end of 1968, Pinellas has 26 per cent and Manatee and Sarasota combined about 20 per cent of the 130,171 trailers in the state. Truly Pinellas and the Tampa Bay area is the mobile home capital of the nation.

Chapter XXXI

THE CLIFF DWELLERS

The "Apartment Decade" for St. Petersburg started with some spectacular high-rise buildings in outlying areas with the stimulus of U. S. Government subsidy under FHA Title 608. Their failures were as spectacular as their architecture. Then came an early high-rise success downtown under unsubsidized free enterprise: Carlton Towers, 470 Third Street South. Free enterprise caught the idea, strung a fine avenue of semi-luxury and luxury medium rises along Beach Drive and North Shore Boulevard.

Catching on, the outlying FHA subsidized Co-Ops and condominiums, which had failed, reformed, refinanced and became successes as monthly rentals.

As this decade — and this history — ends, experience had beat out the successful pattern, taught what people wanted and why, what they would willingly pay. The low-rise, the garden type and other variants developed with an end result of every type of architecture, suitable location and acceptable range of price to capture 60 percent of the new house market.

Meanwhile, the "Big Three" in apartment building: Vuncannon, Sidney Colen and the Green-Geller team, hit a winning jackpot with the beehive type of low-rent housing with hundreds of units grouped in outlying areas.

Practically all these housing enterprises were aimed at the senior citizen with the management singing a common chorus, "No children." The flight from the lawnmower was made possible and popular by four factors: Long time financing with monthly repayment as pioneered by FHA, the rising cost of ground, wide spread affluence and pensions, electrical space-saving household gadgets, most particularly air conditioning. The last factor took the previously intolerable heat out of huddled housing.

Housing Revolution

The housing revolution can be dramatized with a few figures. In St. Petersburg in 1950 one new living unit started in 10 was an apartment. In 1960 it was three in 10. In 1969 it was slightly more than six in 10.

High-rise "apartment popularity," which had been in full bloom in the principal metropolitan areas of the nation for more than a decade and which had taken over Miami Beach by the mid-1950's, started full swing in St. Petersburg following the end of the strong 15-year family house binge of 1945-59. The spark that ignited the fire was Carlton Towers, 470 Third Street South. This was the first unqualified free enterprise big success during the modern period.

Prior to that, with near 100 percent low interest mortgages from the Federal Government under Title 608 FHA, five spectacular high-rise apartments had pushed skyward in various outlying areas of the city. All had spectacular financial failures to match their architectural splendor.

Before these, as quiet and modest forerunners of the new age, two small close-in downtown high-priced units had had instant success: Lake Palms, 750 Burlington Avenue North and Suncoast Towers, 841 - 4th Avenue North, both privately financed.

At various times, close-in rooming-house, light-housekeeping, generally small buildings had become a successful part of the annual tourist invasion. Charley Cheezem built an early success on South First Street and Fifth Avenue. After the failures of the high-rises and the success of Carlton Towers, more and more people reasoned out the type, price and location for successful apartments and the movement was on in full cry. A standout was the series of apartments along North Shore Boulevard and Beach Drive, which followed the initial success of Whispering Waters Apartments.

After a sad first failure as a high-priced, high-hat co-op, Brightwaters, Snell Isle, got its sights straight, went on to quiet success as a straight rental.

A previous report has been made of the "Big Three" — Town Apartments, Seminole Gardens, Clearview Oaks, the Sidney Colen complex, and the reasons for their successes.



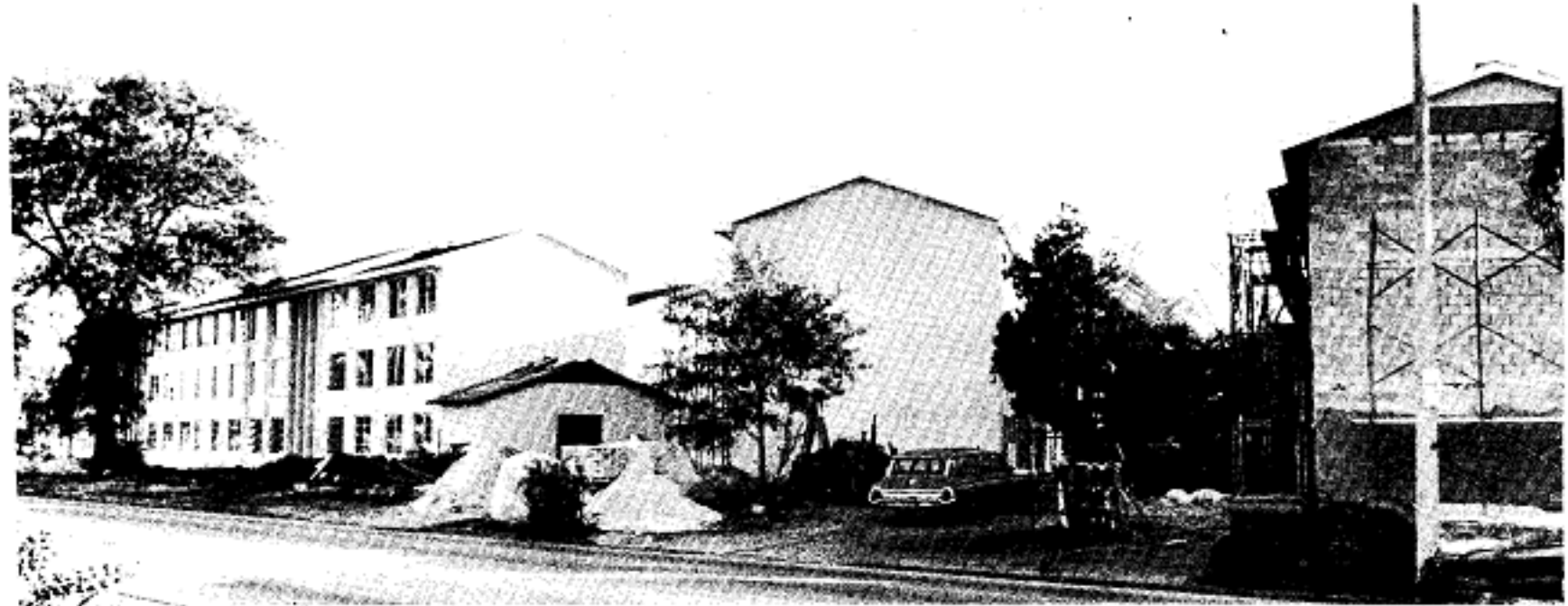
John Knox Apartments.



Presbyterian Towers.



Lutheran Towers.



Bethel Community Heights Apartments.

Why Apartments?

Through July, 1969, 60 percent of building permits for living units that year in St. Petersburg were for apartment buildings. This figure compared favorably with 71 percent in Washington, D.C., and approximately 70 percent in Houston, Dallas, Atlanta, and other metropolitan centers. A brief discussion of the essential requirements for successful apartment construction and operation in this modern day St. Petersburg seems pertinent.

Why apartments?

What succeeds and what fails — and why?

And what of tomorrow and the effect on the lives of you and me and the economy?

High-Rise Failures

The list of high-rise failures starts with Southgate Towers, 5790 - 34th Street South (U.S. 19), a six-story 128 unit co-op, under Title 608 financing. This one and most or all of the others had the benefit of such generous appraisal of site value by FHA that the promoter-owner probably did or could have closed out construction costs 100 percent with the borrowed money. The building is opposite the entrance to Florida Presbyterian College, an obviously advantageous location for a low rental project.

Second: Sky Harbour, 7200 - 34th Street South. This location is on the east side of the Skyway, beyond the toll gate, but reached by an access road. This is a magnificent site with a gorgeous seascape. It started as a co-op at high, luxury prices.

Third: Plaza Fifth Avenue, a 12-story straight rental at 33rd Street and Fifth Avenue North.

Fourth: Paradise Island Towers, a high-rise co-op on the south side of Treasure Island Causeway. Original selling prices were in a medium range.

Fifth: Pasadena Co-op apartments, 1885 Shore Drive South, facing on Boca Ciega Bay considerably south of Corey Causeway. This was a low rise. These last two are on the city perimeter, not in the city.

All of these projects experienced a similar initial fate — failure. All except Plaza Fifth Avenue were foreclosed or quietly taken over. The latter just quietly reformed itself.

Common Faults

All save Plaza Fifth Avenue shared three common faults; First, they were built in locations with a total absence of convenient shopping, services, recreational facilities, neighbors. (And neighbors are the most important.) Second, they were priced too high. Third, occupants had to buy instead of rent. Plaza Fifth Avenue committed only one sin — too-high rental.

After takeovers, all went straight rental and reduced prices. Depending upon relative advantages, casual or aggressive promotion, all were doing from fair to good on occupancy in mid-1969.

A perfect example of what one important class of people want was set by Carlton Towers. This 184-unit

high-rise as a straight rental with a price range (except for efficiencies) from \$115 to \$200. It promptly filled up to the roof, and there was a waiting list of would-be tenants. Most occupants were business people. The apartment is within walking distance of practically every activity, particularly jobs which the normal person desires.

Price range, location, rental policy — these are the three big factors that allow a person to predict the success or failure of apartments. It is interesting to note that the site of Carlton Towers, a complete half block, 200 feet in depth, and facing Fifth Avenue South 350 feet, had been owned for more than a half century by Al Fisher, one of the city's longtime beloved citizens, and the last surviving second generation of John C. Williams, who filed the original plat of the City of St. Petersburg. Al married one of the eight children of Williams. The Towers site was the last piece of property in the city to remain from the beginning in the Williams family.

\$240,000 Loss!

Certain reflections may be of interest. When the original St. Petersburg lots were marketed by the Williams family, beginning in 1888, they were sold at \$100 to \$300 each. Taking a median of \$200, the seven lots in the Carlton Towers tract had a value of \$1,400. The Carlton Towers people bought the land in 1959 for \$125,000. Going back to the Williams-Fisher investment, the property, originally valued at \$1,400, was held for 71 years. Capitalizing this at 8 per cent compounded annually, the investment amounted to \$330,526 by 1959. Let's guess that the taxes over those 71 years, similarly capitalized, amounted at the time of sale to \$34,474. Score: total investment, \$365,000; total loss, \$240,000!

There is another completely different type of apartment to report on and analyze: the low-rent or low-cost unit for the elderly and the retired. The "Big Three" — Vuncannon, Colen and Green-Geller have demonstrated there is a tremendous market in this field. As this is written in mid-1969 three enormous high-rise construction projects have been finished in the heart of the down-town core, one the 16-story Lutheran Apartments at First Avenue South and Sixth Street, the 15-story Presbyterian Towers, at 430 Bay Street N. E., and the 14-story John Knox at Arlington and 11th Street North. The first two, incidentally, were beneficiaries of a new piece of construction equipment that had the sidewalk superintendents in a tizzy. First there is a giant skeleton steel centerpiece. Hitched at right angles to this is another steel framework that can slide back and forth, up and down and rotate 360 degrees. This monster spider-crane, well over 100 feet high, picks up building material as wanted, gently deposits it where needed. This eliminated the tedious, dangerous and expensive webs of temporary towers and scaffoldings that had delayed high-rise construction. These units cost a quarter-million dollars!

The three new buildings were governmentally subsidized with low interest. The first two promptly filled up 100 percent. The third had prospects just as good.

Bayfront Apartments

An imposing array of apartments was strung for six blocks along Tampa Bay on North Shore Drive. These are moderate-to-luxury types, some rentals, some purchase. They have the precious attributes of close-in location, convenience to services, neighbors, a magnificent seascape.

Beginning at Seventh Avenue North are eight apartments in addition to the new \$900,000 First Presbyterian Church, the subdued modern architecture of which fits in gracefully. The group consists of the Edgewater and Edgewater West, the church, Palm Shores and Palm Shores West, Mar-Ray, Alongshore Apartments, Whispering Waters, Park Shore and, finally, Shore Crest. Palm Shores, Park Shore and Shore Crest are five stories; the others are two and three.

Edgewater was the pioneer but the huge three-wing Whispering Waters is queen and set the tone and led the parade for the group. They all cluster around city recreational facilities, face a wide, beautiful city park, with the bay beyond.

These three groupings, Carlton Towers, the retirement low rentals, the North Shore luxury apartments add up to greater significance and hope for downtown St. Petersburg than anything or any combination of things that have happened in 44 years.

Royal Court

An interesting sidelight to the apartment picture is the history of Royal Court Apartments, 1655 Fifth Avenue South. This is a Negro rental project financed under a special chapter of a modern law applicable to FHA. It is a large installation. It was ably promoted. Yet none of the modern multi-unit promotions was a more dismal flop.

After a brief period of operation under private promoters it went back to FHA. The buildings were wrecks. Neglect, destruction, stripping of interiors, was shocking. This writer made an appraisal at the end of private management. The project reopened under FHA management but had, at first, scant success. Gradually, under aggressive management it filled up.

As was determined by extensive survey and interviews with Negro leaders by this writer, responsible and ambitious Negroes seek detached single family life. They shun apartments, scorn and look down on apartment dwellers. Ownership and occupation of a detached single-family home is a prized status symbol. Negroes are behind whites (perhaps a generation) in apartment living impulses. A major factor, of course, is the wide gap between the Negro and white family incomes despite the fact wage earners per family average much higher among Negroes than whites. Negro families in St. Petersburg with total incomes above the Federal poverty level of about \$3,000 per annum are few.

Markell-Gasner

A previous chapter has noted the big builders who survived by swinging with the tide from single to multi-housing. There are many smaller ones. A standout is the team of Harold Markell and Ray Gasner, who operated with quiet success under the name of Eden Homes.

Starting with moderately priced homes in the West Central section, this team eventually switched to Snell Isle and shrewdly swung with the tide to apartments.

Markell was born in Fall River, Mass. in 1898, is a graduate of the U. S. Naval Academy at Annapolis, served four years in the Marines; resigned to enter the investment banking field. He re-enlisted during World War II, then back to banking. He reached St. Petersburg when sent by his banking firm to take over and liquidate U. S. Airlines of St. Petersburg, a Harry Playford venture.

Besides home building the firm took a side trip to become owner of the Johnstone Marina on South U. S. 19, because the other partner, Ray Gasner, was primarily a boat man. He achieved national stature as a motorboat racer although his first love was airplanes. He worked at Whitted Airport first, was maintenance man for U. S. Airlines when Markell took over. Gasner was born in Flushing, N. Y., but his family moved to St. Petersburg when he was a boy. He graduated from St. Petersburg High. He held two world and three national records in hydroplane racing boats. His "Sunshine Baby" was one of the fastest boats of its class.

This writer in recent years listened to a speech at some annual banquet or other by a city gal who had recently moved to a rural area and found out a wonderful thing about people. After telling her audience about her drastic change of residence, she voiced this short gem of philosophy:

"The further apart the houses are the closer together the people are."

So this rush to apartment living has its drawbacks.

A paradox; the swifter and easier people can get from place to place, the closer they huddle together in their nests.

This writer frequently in practice of his profession, appraisal, will comfortably breakfast at home, spend his evening there after a busy day in Tallahassee, Jacksonville, Miami or on an occasion or two New Orleans. With abbreviated day he can do the same as to Detroit, Chicago, New York, Washington.

Certain cities now find as many as 70 or more percent of their people living in apartments — or rooming houses. And where were the riots? In Cherokee, N. C.? In Cape Cod? At Inverness? In Quincy, Fla.? (There were plenty of racial tensions in all those places.) The people just have more elbow room. If you get a mad on your neighbor and it takes a half hour or two minutes to get there, you've got cooling off time. But if he jostles you, or cuts across your path on a crowded sidewalk, you can smack him

and think afterwards — in jail perhaps, or a hospital.

More accidents happen in bathtubs than on boats or hunting in the woods.

While the percentage will diminish, there will

always be a minority who will prefer the extra work, the added expense; the way of life in the detached single family home with a separate yard, be it a few feet or many acres.



Modern downtown apartment for the Cliff Dwellers

Chapter XXXII

AT LAST INDUSTRY

Since the city's inception St. Petersburg citizens had yearned for industry. From time to time they made half-hearted, amateurish gestures to attract that vital element of the conventional city. But, at heart, the people were not industry minded. Elements of industry of past decades — coal, oil, iron, lumber, grains, were non-existent or distant. And right next door was eager-beaver Tampa, pouncing on all industry in sight, slapping down efforts of its timid neighbor to attract any. So St. Petersburg just yearned and mourned and went without industry.

Suddenly, through no fault of others or credit to St. Petersburg, here was industry sitting in its happy lap. The new industry was shining and smokeless, contained in beautiful modern buildings. It employed well-paid engineers and technicians with white collars, slide rules and test tubes instead of horny-handed men in overalls with greasy tools in their hands, attending a production line.

What brought this new industry? It came because of the Moon Shot and rockets and the suddenly vital precision instruments of war and peace. It has been called the "Electronic Age" or the "Aerospace Era." A national government prudently seeking the safety of wide dispersal and the political wisdom of passing the plums around, pointed discreet but compelling fingers Pinellasward. And, suddenly, here were four major primary operations soon to be ringed with perhaps two score satellite subcontract suppliers. These, in turn, demanded service industries. To its rather stunned surprise, Pinellas found itself fourth, industrially speaking, in the Florida space age race, trailing only Dade, Duval and Hillsborough in that order.

Four Big Industries

At first St. Petersburg felt miffed and left out, thinking it had largely missed the boat. The locale of the bellwether four were: Sperry-Rand at Oldsmar; Honeywell at the southwest corner of U. S. 19 and Ulmerton; General Electric on Bryan Dairy Road and

Belcher (west of U. S. 19), and Electronic Communications Inc. (ECI) in the St. Petersburg Municipal Industrial Park at 1501 - 72nd Street North, west of what then was the Seaboard main line and Tyrone Boulevard.

There is a discreet hush-hush as to what exactly the Big Four produce. Sperry-Rand makes vital small parts for the aviation industry, its "raw" material arriving by air from the Pacific Coast, the "finished product" going back quickly to the same area, also by air. Honeywell makes vital parts for various war and peacetime gadgetry that fly or run fast, the heart of its products being based around its pre-eminence in the field of inertial guidance instruments; this in turn based on the better known gyroscopic principal.

(Minneapolis-Honeywell, of course, started at Minneapolis; during the past 15 years has built additional plants scattered from California to Florida. The hometown word "Minneapolis" became a misnomer, so the company dropped that word, became simply "Honeywell.")

General Electric (GE) is the most super secret of all. The plant is actually owned directly by the U.S. Government and GE operates it for the government. Its work is vaguely known to deal with atomic energy.

The four major plants have some fluctuations in employment, but a normal median of the number on the payroll are:

Honeywell	2750
ECI	2200
GE	1200
Sperry-Rand	720
	<hr/> 6870

St. Petersburg soon found that the prosperity dollars that generously flowed in through these four primary plants and their constantly growing list of subcontractors flushed out pretty evenly throughout the economy although only one is actually within city limits. The flood of out-of-state engineers and technicians, mostly young and typically with two or

three young children, bought or rented homes with eyes to school proximity, shopping and recreational facilities, some status, with a weighted preference for waterfrontage or water-nearness and homes in the \$17,500-\$35,000 range. So the plant personnel spread wide and far throughout the whole county, heavily including St. Petersburg. Work shift time at Honeywell is thoroughly typical of all four plants. With several hundred coming and going there is a speedway-like rush of cars in all directions of the compass, going both ways, to and from the plant.

The Honeywell buildings — typical of the others but most conspicuous of them all because of their prominent highway location — sit in big park-like grounds, marred somewhat by the army of parked cars around them. But they are mostly new cars and the critical eye is tempered in its criticism when thoughts turn to the fat pay envelopes and the collateral benefits to all segments of the economy.

20-Odd Plants

A recent census of the 20-odd plants of varying sizes and occupations, mostly centered on Honeywell, on the highways radiating from the Honeywell plant, revealed a total work personnel (including Honeywell) of some 5,000 for the area. The plants are scattered casually along the highway usually setting well back and a careless passerby probably will be unaware he is bowling along at 60 miles an hour through a multi-million dollar modern industrial area that has all the looks of a countryside. In fact the most conspicuous things in the whole area are two heavily stocked dairies and a stock car race track.

Effect of Industry on the St. Petersburg-Pinellas economy has been startling. In 1959, persons employed in Pinellas totaled 83,700 and for the time, those employed in making electrical machinery were listed, included 4,300 of them. These were employees almost exclusively of the Big Four and their satellites.

On the other hand, 12,500 had been employed in the building trades in 1959 but this number had dropped by 1963 to 8,820, a loss of 3,680, and this figure does not include allied businesses dependent on the building trade. But the number of new employees in the electronic manufacturing plants were both greater in number and with distinctly higher average daily wage.

By March, 1969 the last inclusive and reliable Florida Industrial Commission figures reflected the drastic change for the better in Pinellas payrolls.

	1965	1967	1968	1969
Total employed	85,200	110,400	121,600	129,300
Building construction	7,954	8,400	9,600	10,800
Manufacturing (*)	16,332	18,500	19,800	21,200
Electrical units	7,248	7,000	8,300	8,100
*1963 8,820				

In 1958-59 those in Pinellas in manufacturing were trivial. But by 1965 the total of 16,332 so employed amounted to 19.2 per cent of the total compared with

a national average of 31.8. The total in 1967 was 18,500 or 16.8 per cent and in mid 1969 21,200 or 16.4. The area was indeed getting substantially close to national norms, and yet with obviously no resultant damage to transient tourism and residentialism.

Payroll statistics also tell a good story. In 1959 the average annual salary of employed in Pinellas was \$2,863; by 1964 \$3,183; by mid 1969 an estimated \$3,750, an increase at a distinctly higher rate than the national pattern.

Effect on public school attendance is even more startling. By mid school year of 1958-59 total in the public schools, day grade schools, night adult classes, junior college, was 53,225. By mid 1966-67 the total was 88,001, an increase of 65.4 percent compared with a population increase of 20.3. In 1967-68 grade school students numbered 82,766 and 1968-69 the total was 88,525 plus 13,300 and 15,000 (estimated) for the Junior College for these two years. Admittedly a material part of this increase is due to the sharp rise in adult education and the sensational growth of St. Petersburg Junior College (with one of the largest attendance in the state), but the most important part of the increase is due to the influx of the thousands of young families drawn by the Big Four and their satellites.

This writer made perhaps the first important effort to promote an industrial complex when he and associates Sam Green, Attorney and Dr. Paul Penningroth in 1950 assembled a mile of industrially zoned property on Tyrone Boulevard and platted it as Boca Ciega Terminals. From a real estate promotional standpoint the effort was a happy one for the stockholders, but pretty flat in developing an "industrial" area. The land filled up with administrative offices for building contractors, wholesalers, truck repair and body work, petroleum distributors, glass wholesalers and fabricators, filling stations, car washes and such, but no real primary manufacturers.

The city, under the leadership of Elon (Robbie) Robison, city-councilman, city-zoner and more widely known as the inheritor of the Al Lang baseball promotional mantle, established a city owned industrial park south of 30th Avenue North and west of the Seaboard tracks on the site of the abandoned Piper-Fuller Air Field, called Tyrone Planned Industrial District. This was in 1954. It attracted ECI and now boasts of 14 plants, including the following: — Thermotech Industries, I.R.C. and Florida Machine.

But the man and the park that hit the bull's eye was Elmer J. Krauss with his Joe's Creek Industrial Park. He selected a rough, poorly drained, low tract of 100 acres lying between U.S. 19 and 28th Street North, and 42nd and 47th Avenues North, and turned it into the first sure enough industrial park.

The area was planned from the first day as a modern industrial park. Krauss boldly started his pioneering before the Big Four arrived, opening his park in September, 1957. Ten years later it was 75 per-

cent occupied, had 86 tenants, by coincident exactly evenly divided, 43 to 43 as between local businesses that moved there because of superior location and facilities and services, and 43 drawn from out of this area, many branches of major state or national organizations. A total of 24 have expanded their buildings one or more times. It is the county's most complete, most successful Industrial Park. Tenants are about equally divided between manufacturers and processors on one hand, and distributors on the other.

Buildings total 684,633 square feet, an impressive 15.72 acres and represent an investment in excess of \$6,000,000. Krauss farsightedly sees to it — in fact, insists — that each new business acquires enough land so that it can expand where it is without the delay and expense of moving to new quarters, or tearing down existing buildings.

Typical industries are Peninsular Plastics — producers and molders of expanded Polystyrene Products; Schmidt Aluminum Castings Corp. — Aluminum Foundry; Diverse-Pak Sophisticated, Inc. — manufacturers of flexible packaging; Brite Industries, Inc. (Division of Liggett & Myers) — manufacturers of Brite Watch bands.

Krauss proved his farsightedness in other ways. For instance, he opened the first real estate office on U.S. 19, going to his present location at 33rd Avenue North in early 1955 before U.S. 19 was finished, and has remained there. And now he is developing two more Industrial complexes.

Born in Sebewaing, Michigan January 27, 1927 he came to St. Petersburg first in 1947 after an honorable discharge from the U.S. Army October 14, 1946, and came to St. Petersburg merely to visit because his parents had moved here, worked briefly for the Union Trust Company and the St. Petersburg Times.

Most recent indication that Pinellas-St. Petersburg has come of age Industrially or is rapidly reaching that point, was the opening in mid-August, 1967 of the 85,000 square foot Research Center of the giant Jim Walter organization at the intersection of Roosevelt Boulevard, Fourth and Ninth Streets, North.

This Research Center employs 125 scientists, technicians and clerical staff; the objective of the Center being research in the field of building materials for the giant \$650-million Jim Walter corporate complex. Headquarters of the corporation are in Tampa, Walter having originally shot to fame and fortune from that city, as the chief exponent and builder of "shell" houses. At one stage of the single house boom Walter helped solve housing for thousands of people of moderate means, with skills in building but shortage of money. He organized a financing program whereby if the customer owned unencumbered a good lot he would erect thereon a shell of a house, no money down, taking a mortgage for the entire cost, and the

owner, skilled in building techniques, could finish the interior. The owner's work increased the Walter security for the mortgage, the craftsman could avoid high skilled mechanic wages. Everybody benefited and Walter built them nationally by the thousands.

Eventually he acquired a rounded complex of established national building materials companies (Celotex) and related businesses. A decade ago for a Tampa based industrial-commercial business to erect a multi-million research building in St. Petersburg would have been unthinkable and unwise. The move is a pretty solid sign that St. Petersburg-Pinellas is beginning to "arrive" industrially, that the Tampa Bay area is moving toward one metropolitan area that will erase present city boundary lines.

In fact figures released in mid-1970 by the Florida Development Commission show Pinellas ranking fourth in Florida in the field of Electronic/aerospace industries, losing third place to Volusia by a hair and outranking mighty Dade, Hillsborough, oddly, is almost totally absent from these newest of sophisticated fields of industry and science.

County	Employment	Engineers	Total Employment
Brevard	19,473	1,983	21,456
Orange	9,992	2,705	12,697
Volusia	6,805	2,132	8,937
Pinellas	7,859	1,049	8,908
Dade	7,523	189	7,712
Sarasota	1,825	372	2,197
Hillsborough	185	21	206
All other counties	7,592	515	8,107
	<hr/> 61,254	<hr/> 8,966	<hr/> 70,220

It can truly be said in mid-1969 that for the first time the Pinellas-St. Petersburg economy approaches maturity with a sound if slightly unorthodox diversity of economic and financial resources. They are:

Industry, as outlined in this Chapter.

Residentialism, with its subdivisions: — Single family living; Cliff dwelling-apartments; Retiree living — retirement homes, rest homes, nursing homes. Tourism: Motels, hotels, apartments, all types of rental property; The building trades.

Services: Merchandising, feeding; Entertaining, theatres, the Arts, fishing, spectator sports. Participating sports.

Perhaps people are witnessing the approach to maturity of a new type of community, new even in this swiftly moving modern world.

Chapter XXXIII

DOWNTOWN

A building explosion Downtown in the three-year period 1966-69 marked the end of a 40-year period of decay, complacency, retrogression and obsolescence that to many seemed more hopeless than the average downtown decline which has become a depressing nationwide pattern. The building or rebuilding was preceded or accompanied by a great tearing down spree.

In those years a greater dollar value of construction occurred than had taken place during the previous four decades. Only once in all that time had there been any major new construction downtown, construction of the Maas Brothers store at First Avenue North and Third Street, which opened in March, 1948. Other than Maas no major new business had entered the area. The new Federal Building at First Street and First Avenue South was a prelude to the 1967-69 miracle.

The building spree got a temporarily jarring setback when an ambitious complex, named Bayfront Center, was undertaken by the City, the Florida Power Corporation and private developers. It was to have been located on two city blocks, First to Second Streets South and Second to Fourth Avenues South.

A three story podium was to have served a double purpose: two stories of covered parking and a base for a group of buildings including a 300 room convention hotel, to complement Bayfront Center, directly across First Street, a 23 story headquarters building for Florida Power and a series of apartment houses.

The plan collapsed in the fall of 1967 in the face of long and bitter litigation and failure to get long term financing. Borrowing the money was complicated not only by the litigation but the fact the building sites were to have been predicated on air right leases rather than fee ownership.

The collapse left the City in the unhappy possession of two blocks of vacant downtown property.

Andre J. Andreoli, of Akron, Ohio, owner of several Hilton Hotels, and other far flung interests,

rescued the city from its embarrassment, when he bought the property and with the aid of 13 local banks and the St. Petersburg Times, who bought a 20-year \$5,600,000 mortgage at 7 1/2 per cent, a rate substantially less than the national open market interest rate.

Mr. Andreoli was born in Akron, Ohio in 1922 and his life and business still centers there. He was educated in local public schools and the College of Business Administration of Akron College. His nationwide enterprises in widely varied fields is administered through Associated Developments, Inc., 1540 West Market Street, Akron.

Dominant interest is hotels. But others include race tracks, a saddle horse farm, television, business properties, a marina. Hotels owned, operated, leased, building or planned total nine with 2,600 rooms. Those operating are Yankee Clipper Inn, Statler-Hilton West, both in Akron; Dayton Mall in Dayton, Ohio; Sheraton of Jacksonville; under construction, Royal Biscayne of Key Biscayne, Florida; planned — Hilton of St. Petersburg, the Sacramento and Pasadena Inns, both in California and a 500 room hotel at Kennedy Airport, New York. Andreoli owns two race tracks, and his saddle horse farm outside Akron is rated one of the best in the nation.

But the fact that the first plan was undertaken and the fact that the awakened faith in Downtown survived the blow, makes an account of this first effort to promote and build the Bayfront Center worth reporting. Another facet that made it significant was that it was a bold effort — and for a while an apparent successful one — to unite city government and its money, a giant utility company and its money and downtown leaders donating their time and money to a common purpose. No effort was made to enlist Federal money.

A small group of these leaders, notably Oscar Kreutz, operating under the name of St. Petersburg Progress, Inc., conceived the idea. The proposed site for Bayfront Center was a two-block area adjoining Bay front Center between First and Second Streets South and Second and Fourth Avenues, the intersecting

block-long sector of Third Avenue South having been vacated. The City had risked the pilot funds to start the plan by planking down \$141,500 for options.

The program was promptly attacked in the courts by two groups, led by Hubert Caulfield. Certain contracts had been entered into between the three groups and the attempt to even start the enterprise was held up for months by this litigation.

And what were those contracts? The key one involved a 23-story office building to be new headquarters for Florida Power. FPC had escrowed its agreement to lease the building for 30 years, which it understandably did not want unless assured of an additional two buildings — a 300-room hotel to serve the rising tide of conventions using Bay Front Center, and a matching high-rise apartment building. All three buildings would perch atop a three-story podium to be built by the City to provide undercover car parking for the some \$15-million worth of buildings. The land was acquired at an announced cost of \$1,742,311, but in actual out-of-pocket money it was about \$1,500,000, city tax money at that.

\$50-Million Project

This initial quartet of structures was to precede a further group of buildings, total cost \$50-million, covering the entire two-block Plaza.

A contract to W. L. Cobb at \$396,750 would have paid for excavating the parking podium and for ground de-watering.

Jack S. Carey, Attorney and James V. Flaherty, local and Boston promoter, would have built and perhaps owned the hotel, to be operated by the Sheraton Hotel chain under lease.

Satisfied that the deal would jell, Florida Power released its escrowed lease, a basketful of papers were recorded and the momentum of other constructions that breathed hope of a spectacular comeback of "Dead Downtown" seemed assured of continuing with increased tempo.

The manpower that wrought this apparent municipal miracle were the personnel of two organizations, one being St. Petersburg Progress, Inc., organized in July, 1962. Its original officers and directors were: Oscar R. Kreutz, president; Byron Shouppe, vice president; William G. DeWitt, treasurer; Robert C. Carr, executive director and secretary; William Bond, Hanson Ford, Maurice Hollins, Robert B. Lassing, Sam H. Mann, Sr. (deceased), Nelson Poynter, La Marr Sarra, Alfred Schelm, Everett Sumner, Glenn Velboom, B. E. Webb, Lynn Andrews, ex-officio.

The other was St. Petersburg Improvement Foundation, Inc., a non-profit corporation, organized March, 1966. The latter was the immediate catalyst. Its officers and trustees included: Oscar R. Kreutz, president; William A. Emerson, bond dealer, first vice president; Everett Sumner, Florida Power, second vice president; Woodrow V. Register, banker, treasurer; James T. Lang, secretary; Eugene L. Williams, Jr., executive secretary; U. C. Barrett, attorney, E. B. Porter,

Jr., businessman; Paul H. Roney, attorney; Stephen R. Kirby, Ray J. Knipe, retired merchant.

First Plan Abandoned

But despite all these efforts, because of increasing costs and failure to get proper financing, the organizers and leaders were finally forced to admit defeat and abandon the first plan. Florida Power could wait no longer and announced it would build a new headquarters on 34th Street South. Caulfield lost his litigation, but won because of the delay. But not for long.

Early in 1969 another effort was undertaken to try again to get a major convention hotel on part of the site. Conversations were held among private promoters, City Manager Lynn Andrews, Oscar Kreutz and several bankers.

Several groups showed a steadily increasing interest. Most local banks entered into an agreement to buy bonds to finance construction of a 300-room hotel. City Council held a special meeting Friday, May 16, 1969, at which interested builders and operators of hotels were invited to make proposals.

Two proposals were made, one by Donald E. Breckenridge of St. Louis, for a low-rise Ramada Inn of some 200 rooms; a second by Andre J. Andreoli of Akron and Cleveland, for a high-rise, 300 room, Hilton Hotel, suitable for a mixture of convention business, transient tourists and long stayers.

The proposal by Andreoli was accepted by Council following spirited presentations before a special meeting by Breckenridge and Attorney Fred Sieber, representing Andreoli. He agreed to purchase part of the property for the hotel site and received an option on the balance in exchange for a series of three payments at a price of \$6.25 a square foot.

Then local bankers led by Oscar Kreutz, of the First Federal and Harman E. Wheeler, President of the First National Bank agreed to buy the \$5,600,000 mortgage at 7 1/2 %. The St. Petersburg Times was also a subscriber for \$150,000 of the mortgage.

The list of subscribers is as follows: First National Bank; First Federal Savings and Loan Association; Liberty National Bank; the Florida National Bank; The City Bank and Trust Company; First Commercial Bank; Northeast National Bank; The National Bank; Union Trust National Bank; St. Petersburg Bank & Trust Co.; The Central Plaza Bank & Trust Co.; St. Petersburg Federal Savings and Loan Association; The First State Bank; Times Publishing Co.; Franklin Federal Savings & Loan Association; First Park Bank of Pinellas Park; Bank of Seminole.

The exciting fact was, that Downtown, sound asleep in the opinion of many, dead in the opinion of almost as many, had suddenly sprung into vibrant activity.

Big Apartments

The scope of other new construction was hearteningly impressive. The eight-story \$2.5-million General Administration Federal Building, occupying a

full block between First and Second Streets South, and First and Second Avenues, was started in February, 1966, completed in October, 1967. Rising toward the sky were the 16-story \$3-million Lutheran Apartments at Sixth Street South and First Avenue and Presbyterian Towers at 430 Bay Street Northeast with a price tag of \$2.9-million for its 15 stories. Both were booked 100 per cent before completion date.

The John Knox, a low rent, Federally subsidized 12-story apartment, at 11th Street North and Arlington, was finished and promptly filled in July, 1969.

The Florida National Bank in the spring of 1969 moved to a new six-story building at Seventh Street and Central, it having assembled more than 70 per cent of the block bounded by Seventh and Eighth Streets and Central and First Avenue South. The building has 90,000 square feet of space, five drive-in windows, parking for 200 cars; meeting rooms available to civic and private groups for meetings.

For the first time since 1915 the southeast corner of Fifth Street and Central Avenue was not occupied by a bank. There had been three different ones.

The Royal Palm and Tropic Hotels were torn down at the southeast corner of Fifth Street and First Avenue South to make way for a five-story addition to the Times-Independent complex of buildings, which were completed in November, 1968. The newspapers now own almost 90 per cent of the block.

The Union Trust National Bank, in 1967, tore down an old building preliminary to a major addition on the east side of its Central Avenue main building. It finally acquired, in mid-1969, old buildings at the northwest corner of its block, promptly demolished them and installed additional parking. It then owned and occupied 80 per cent of the block between Eighth and Ninth, and Central and First Avenue North.

Florida Theater Vanishes

The First National Bank bought and wrecked the city's biggest and oldest theater (1925) and the balance of the 8-story office — Florida Theater Building at the northeast corner of First Avenue South and Fifth Street, to make way for additional bank facilities, giving them ownership and occupancy of 70 percent of the block between Fourth and Fifth Streets, and Central and First Avenues South, usually considered the city's second most valuable block.

The First Federal at northeast corner of Fourth and Central in 1969 added a handsome and expensive new exterior as did the Hall Building, opposite it on Central.

General Telephone St. Petersburg Administration and operational building, itself quite new, in late 1969 was being more than doubled with an 8-story addition. The combined buildings stretch from Eighth Street almost to Ninth Street on the north side of First Avenue North. New building will cost some \$4-million.

Finished and occupied, under construction or planned in late 1969 were a trio of governmental buildings representing an investment of approximately

\$10-million; the new County Health building, 500 Seventh Street South and the new Court building at Sixth Street and First Avenue North were occupied, and the long debated regional state office building on Mirror Lake was under construction.

One loss was announcement that Florida Power headquarters, a fixture since 1925, at Fifth and First Avenue South, would be abandoned. A large and modernistic new headquarters is under construction on U.S. 19 South.

Pier Casino Tumbles

The most spectacular building tear-down of 1967 was the Casino on the end of the 1400-foot long "million dollar" municipal pier (it did cost almost exactly that: \$998,729.18); started Sept. 8, 1925, finished July, 1926, torn down August, 1967. Since then the city vacillated incredibly for two years with no new plan for the pier when torn down. Mr. Harvard, architect, submitted a modern architectural version of the old building in 1969, with an inverted pyramid which has been accepted and is under construction.

The Pier was an outgrowth of the destructive hurricane of 1922 which swept away the old Electric Pier, on which street cars ran to meet the twice-daily bay steamers that touched St. Petersburg. Midway of their daily rounds from Tampa to Bradenton and other Manatee River points, the "landing" of the steamers was a twice-daily event.

The original Recreation Pier as it was first named, had been built alongside the Electric Pier in 1913, having been started in July and opened Dec. 15, 1913.

The town was hurt badly by the hurricane but depressed most by loss of its beloved pier.

Major Lew B. Brown, editor-owner of the Evening Independent had electrified the city with the bold proposal that the City build "a million dollar pier." That was a lot of money for a little town, but feeling the ground swell of rising business tide that ended in the Boom of 1925, citizens subscribed \$300,000.

Boom-Time Pier!

Realizing it was a popular idea, City Council submitted a million-dollar bond issue. The voters approved it, the subscriptions were refunded, and the pier was built. Raymond Concrete Pile Co. of New York got the contract, started work Sept. 8, 1925. It was opened in July, 1926, but not officially dedicated until Thanksgiving Day, 1926. By then the city was deep in the gloom of the 1925 Boom bust.

While the street cars ran, the big two-story building at the end of the pier bustled with tourist card parties, luncheons, dances upstairs, public meetings of all kinds. Often, hundreds of cane poles held by eager fishermen lined the rails, particularly when the mackerel ran. The pier extended to 28 feet of water, and until automobiles doomed boats, ships occasionally docked there. But the Bay steamers had disappeared before the pier was finished.

Downtown Buildings



Original 1st
Federal Savings &
Loan Bldg.



1st Federal Savings
& Loan doubles
in size . . .



The Hall Building at 4th & Central
Adds a new dress



Adds new outer
skin . . .

Climaxing it all
with a beauty spot



Spruce Up

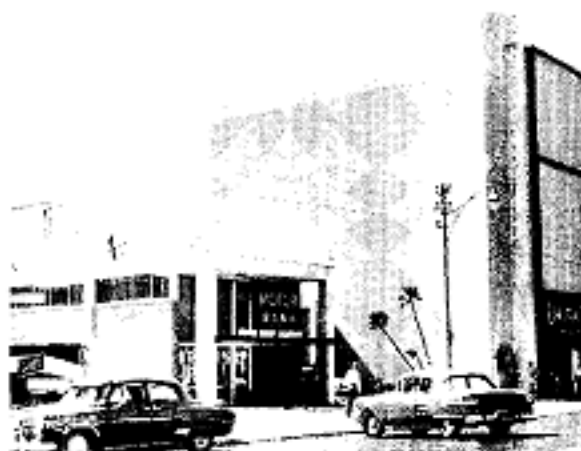
The New Union Trust Bldg



Florida Nat'l Bank Moves from 5th St. to 7th St. to its new home.



New added motor bank & drive in windows.



Eddie Bryan dean of local bankers & pres. of Union Trust.



Original 1st National Bank

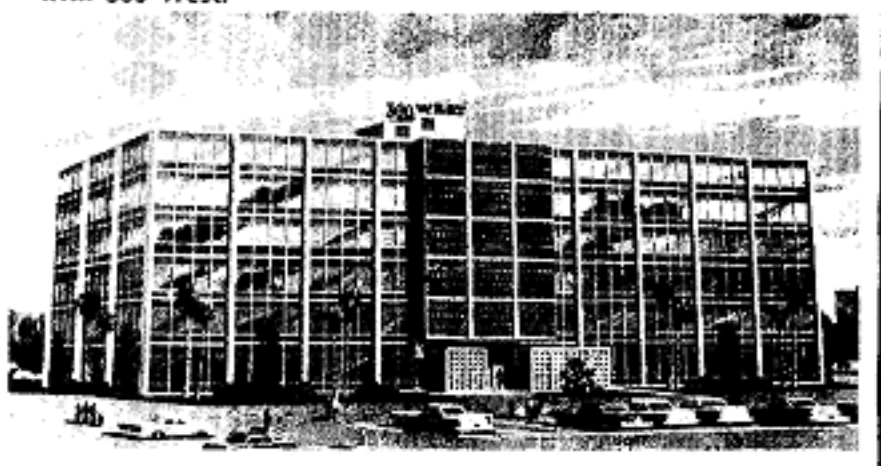


New 1st Nat'l Bank.



Bernard Greenbaum challenged the downtown office complex with his new 300 Building at 31st Street, North of Central Plaza.

His challenge, succeeded sensationally and he soon followed with 300 West.

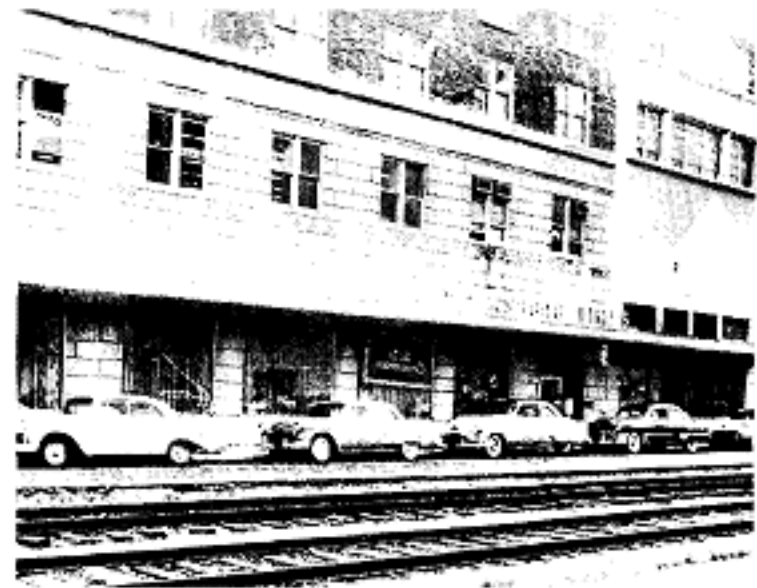




New General Telephone Co. Hqs. 8th & Central.



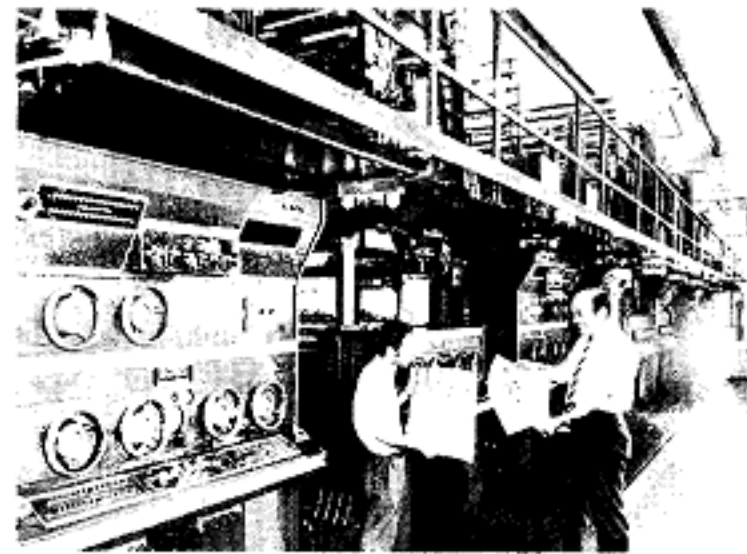
The old St. Petersburg Times.



A second version of the St. Petersburg Times.



The final version of the St. Petersburg Times and Evening Independent.



New high speed color press on U.S. 19.

In recent years the pier-head building was filled mostly with echoes of past throngs.

Cuyahoga Wrecking Co. of Tampa, busier surely in the years 1967-1969 with its sky-reaching booms and its half-ton "ball" which with a steady and relentless thud-thud-thud makes quick rubble of buildings no matter how stout, did its most spectacular wrecking job of the period on the old pier building. The dearth of ideas, the lack of planning before tearing down, however, was puzzling and disturbing.

Notably inadequate in many instances, completely ignored in two or three major new constructions downtown were provisions for off street parking. In fact, in one instance, the state office building occupies the off street parking lot for City Hall — County buildings at Fifth Street North and Second Avenue.

This attitude of mind was clearly evident a decade prior in connection with the so-called Gruen plan (Victor D. Gruen, Los Angeles, internationally known architect). Nelson Poynter headed a group of private citizens who hired Gruen to make a plan for a rebuilt downtown. Council and public were alike cold. An alert city manager, Ross Windom, followed with an imaginative plan for a block-wide mall and parking area between Second and Third Avenues South, the Bay and Ninth Street. This also got nowhere.

Bayfront Center

The new pier building was to be the companion piece and follow-up to Bayfront Center, the \$4.5-million recreation and entertainment center on the waterfront at Fifth Avenue South. This facility was put under construction Sept. 19, 1963 and opened May 5, 1965. It was a smashing success, entertainment-wise and in morale building. In fact, its start triggered the 1967 Downtown boom.

All of this adds up to more than \$50-million, which is more construction money for just the downtown area than the total cost since 1892 for all Central Avenue buildings from the Bay to Ninth Street, as fantastic as that sounds. But a two-story brick building built in 1898 cost perhaps a tenth of its cost today.

A series of three suits delayed moves for actual construction of Bayfront Center. A first suit challenging the right of the City to put up the seed money for the land, was dismissed. Hubert Caulfield, Jr. brought a second suit challenging the legality and constitutionality of the intermingling of public money and public land with private enterprise. After he lost this he promptly brought another. This he eventually lost. He once ran for mayor on the unspoken but clearly understood issue of opposition to Bayfront Center. He dismally trailed in the voting. Now the 15-story St. Petersburg Hilton with 300 rooms stands finished after a spectacularly quick construction.

Downtown Problems

Ahead of the decade of half-hearted attempts at reviving Downtown were 30 odd years of placid slumber, self satisfaction, or helplessness. Downtown, like

the rest of the community, stood still during the Depression following the 1925 Boom. Perforce it could not move during the war years. But it slept on when the rest of the city and the suburbs began to move partly because little or no new blood had come into management but more because most of Central Avenue was owned by non-residents or splintered estates and the tenant merchants were helpless even had they desired to change.

When Maas Brothers moved in with their enormous prestige merchandising building on Third Street North between First and Second Avenues in 1948, the resident merchants paid scant visible attention despite the fact that residents happily stormed the Maas doors and counters with millions of buying dollars.

As exciting as the downtown revival had been, it was far, far from complete — so far that there was possibility of a relapse unless many another gap was filled and the Bayfront auditorium and arena filled that gap and the Bayfront Center project is an effort to expand and accelerate the momentum.

Not yet had a great new non-institutional office building gone up downtown despite the fact that, nationally, there had been in progress for a decade an expansion of downtown professional and general office buildings.

Downtown was (and is) threatened with two other major dangers. One is the decadence of most of its buildings coupled with a disastrously high percentage of vacancies; the other the comparative poverty of its close-in perimeter of residents compared with those of the more affluent suburbs and the still better-heeled inhabitants of the Beaches and the Seminole area.

Most of the buildings on Central Avenue are more than 40 years old. Several were built in the last century. Several are old residences with new fronts. In mid-1969 there was a 20.8 percent (43) vacancy of the 210 ground floor business spaces on Central Avenue between Ninth Street and the Bay. The vacancies were most numerous in the 200 and 600 blocks.

The quality and nature of many of the businesses are not consistent with a prosperous "main stem" street. Exactly 30 of the occupations really belong on side streets. Pawn shops, old coin stores, repair shops and 13 bars and beer parlors on a main street is too many. Half the supposedly "prime space" in the city's Downtown was vacant or occupied with businesses because rents were low and, as a matter of fact, square foot rentals were cheaper on Downtown Central Avenue than in Central Plaza.

Low Income Residents

Giving due obeisance to the fact that despite the system of Downtown one-way arteries which greatly improved traffic flow, a principal, but seldom realized, reason for slowness of Downtown retail business was the fact that three-fourths of the people living within a one mile radius of Ninth and Central (the 1/4 segment, of course, was North Shore), were (1864) on average the lowest income group in the entire county. The

harsh, cold figures were as follows: Effective buying income per family: Downtown Core, \$2,218; balance of St. Petersburg, \$3,354; county as a whole, \$5,408.

Downtown still was the money center. It had the big banks. It had government — city, county, state. It led, but did not dominate in department stores; there were Webb's, Maas, Rutland's, Sears, the Five and Tens. But Montgomery-Ward was in Central Plaza, Sears built a bigger and better store at Crossroads (66th and 22nd Avenue North), J.C. Penney was there, too, and banks sprang up all over. There were 18 banks in the St. Petersburg area in mid-1969; eight in downtown, 10 on the perimeters.

But most of the doctors and many lawyers had scattered north and west and south because of a paucity of new office buildings, scarcity of off-street parking and also to get nearer their patients and clients.

In a word, Downtown was resurgent but it had a long way to surge.

So what caused the 1966-69 swing back to the old business center? People, of course. Except physical things like hurricanes and earthquakes, what happens in this world is because of people. The originators are few.

Post-War Leaders

In the instance of Downtown St. Petersburg there were, of course, scores, perhaps hundreds who had a hand in the happy events. But in the judgment of this writer there were three names heading the list: Nelson Poynter, Oscar Kreutz, Raleigh W. Greene, Jr.

With the return of normal and increasingly good business at the end of World War II, leaders with greater or lesser enthusiasm or judgment, talked or sought to organize construction of a dozen or more major recreational projects — always with public money — a geodetic dome on South Mole, a baseball stadium, a football stadium, an all-purpose sports stadium on Big Island off Howard Frankland Bridge to serve Tampa, Clearwater, St. Petersburg; a convention center, (1) on the waterfront, (2) in the Goose Pond (Central Plaza); a 300-room hotel anywhere, a horse race track.

Nelson Poynter, owner-editor of The St. Petersburg Times, consistently had one idea — a great theater-convention-recreational complex in the Albert Whitted area. For a long time he was a ridiculed minority of one, but doggedly beat the drum. He also pioneered railroad removal, the Gruen plan, radio, television, city planning, curb on dredge and fill.

Oscar Kreutz Arrives

In 1953, Oscar R. Kreutz, a native of Sioux City, Iowa, and with a varied and distinguished career in savings and loan institutions in Iowa and Chicago plus years of executive and managerial positions in the National Savings and Loan Association, became executive vice president of First Federal Savings and Loan Association of St. Petersburg. Organizer and President Raleigh W. Greene, Sr., who knew he was a

dangerously ill man, brought in Kreutz as a standby man. Greene died in 1954 and Kreutz became president. He steadily made that institution the largest money center in the city and county, and one of the largest in the nation.

A "Committee of 100" was formed in 1956 for the original purpose of securing the University of South Florida for Pinellas County. Inept leadership and lack of power of the Pinellas County legislative delegation (dominated by inexperienced Republicans) lost the community that one to Tampa, which had influential Democrats in Tallahassee. But Kreutz rebounded quickly, headed the campaign that secured Florida Presbyterian College. He served a term as president of Committee of 100. The late Weyman Willingham had been the original president. J. Lee Ballard, banker and long time civic leader was the second. When that organization lost some of its steam, a smaller group, called St. Petersburg Progress, was quietly formed by Kreutz.

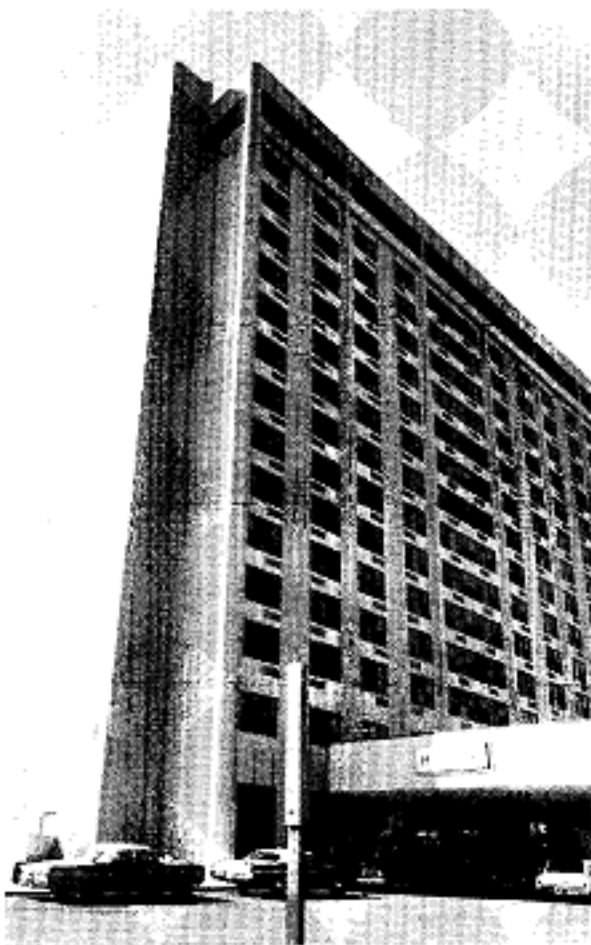
Energies and activities, entirely without fanfare, in fact with scant publicity, became more and more directed at securing a great theater-recreational center downtown. There was frantic effort made by two loosely organized groups to thwart the project or move it to mid-peninsula, west peninsula or south peninsula, anywhere save the shores of Tampa Bay.

The Auditorium Authority, a legal city board, was formed which for a while spun its wheels. The Authority was reorganized. Raleigh W. Greene, Jr., then executive vice president and general counsel of First Federal (now president) became chairman.

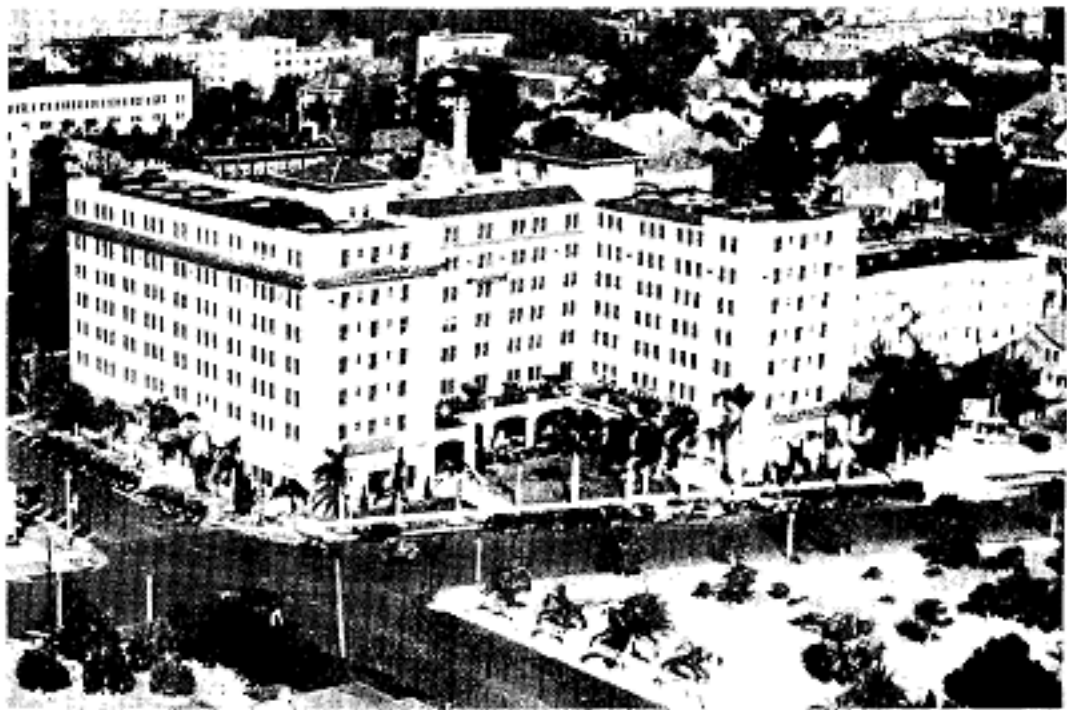
Greene's committee was appointed July 8, 1961 by City Council, under authority of a special Act of the Legislature of 1941. Members of the Committee were Byron Shouppe, bus lines executive; James Lang an accountant; Thos. E. McLean, at the time a First Federal executive, now executive vice president of St. Petersburg Federal; John Knowlton, hotel owner and Charles Cheezem, builder. Greene was 36 years of age. In short order, a site was chosen, the long-too-chronic "no" attitude of citizens, particularly the Downtown leaders, became a firm "yes," and a great project was launched which, more than anything else, was the trigger, so to speak, of Downtown boot strap, self-help urban renewal for St. Petersburg.

Bonds, in the sum of \$5-million, were authorized. A contract was let July 11, 1963 to the J. A. Jones Construction Co. for construction of an auditorium-arena. Ground was broken Sept. 19, 1963 and the building was opened May 5, 1965 with appropriate fanfare. Not since 1925 had there been as cheerful and optimistic a spirit throughout the City. Promptly the building became known as Bayfront Center as the result of a public contest.

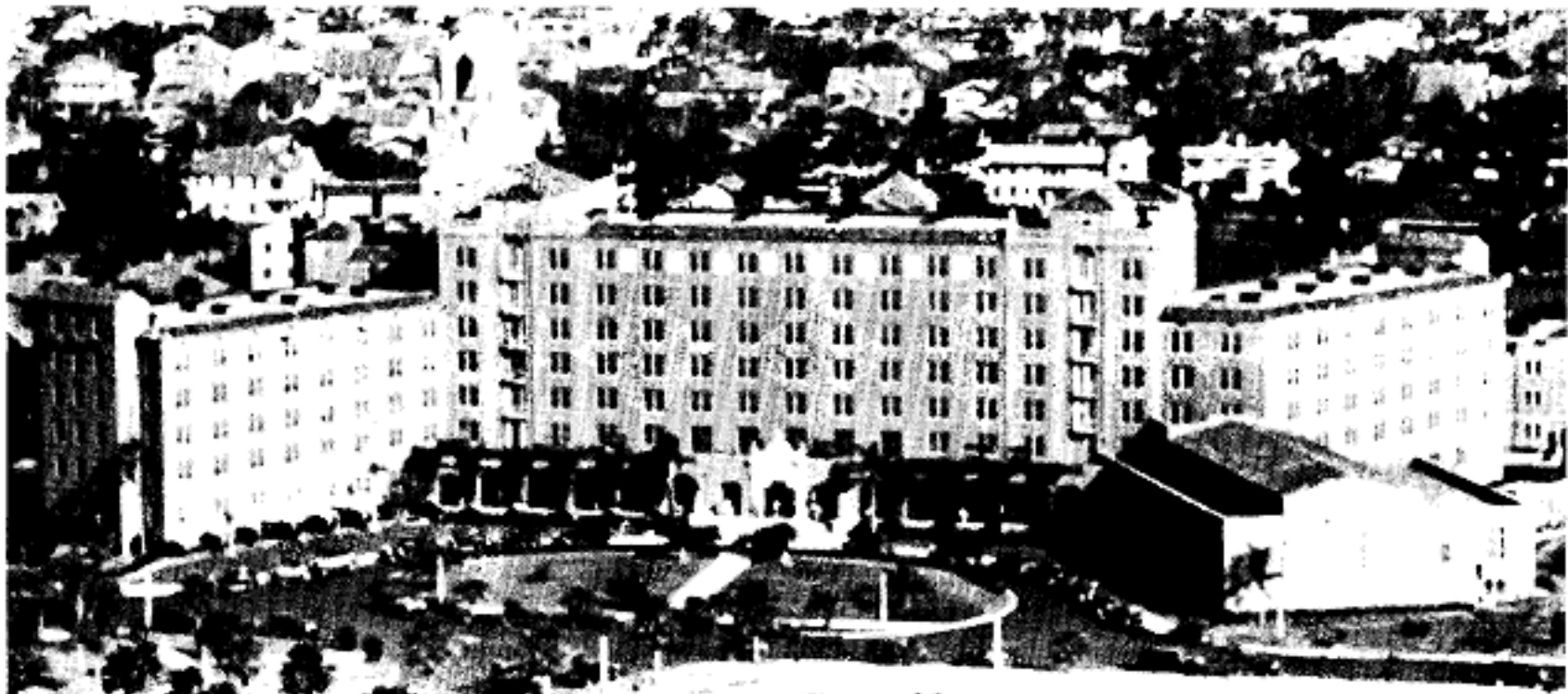
The building not only was a magnificent one but one that fit the needs and moods of the community. The arena accommodated events as diverse as ice — real ice — skating, boxing bouts, great stage spectacles. Depending on the type of use, seating capacity varied from 7,634 to approximately 8,300. Notable



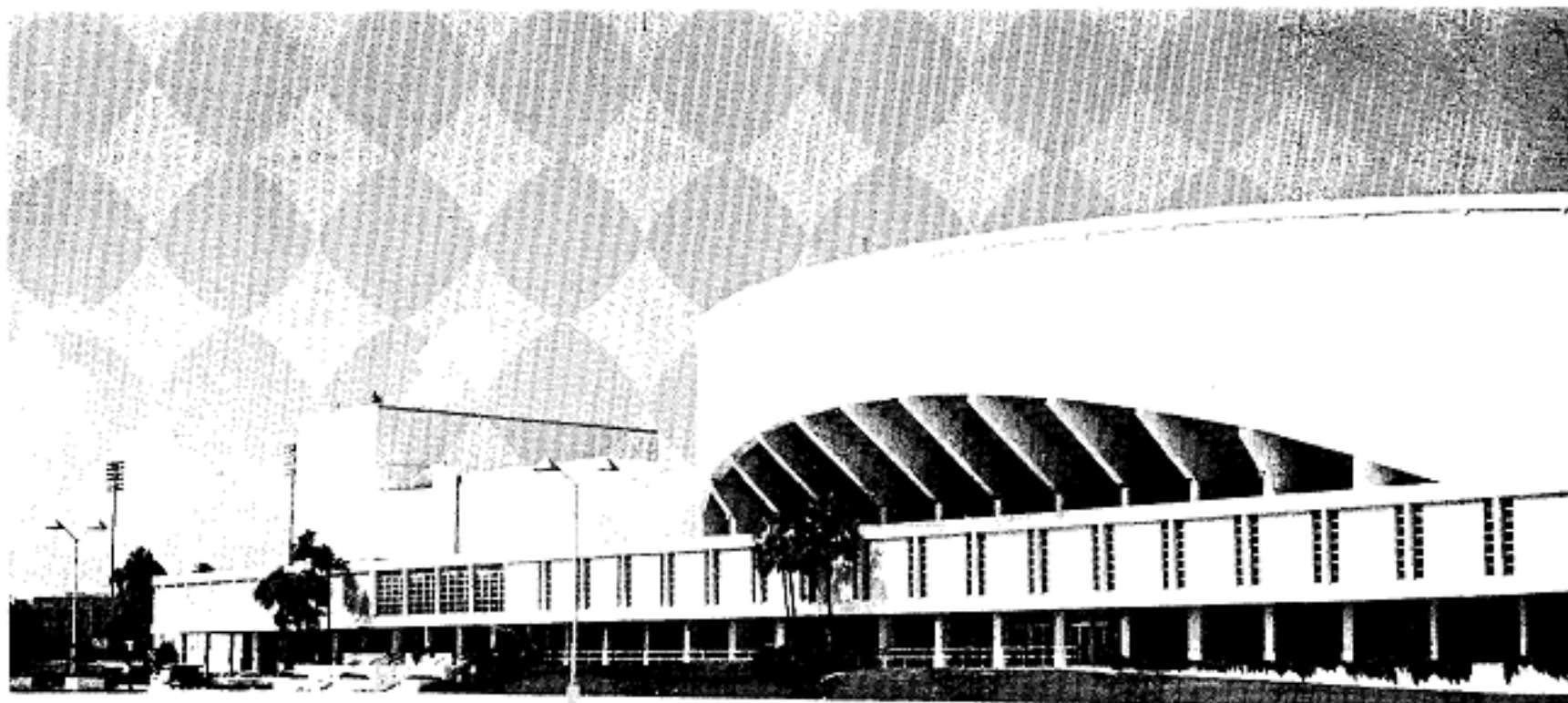
The Hilton, first major hotel in 45 years, paced the modern downtown building surge.



Soreno Hotel, built in 1923.



Vinoy Hotel, biggest of the 1925 boom period hotels.



Entertainment comes to downtown at Bayfront Center. Circular building shown in right front foreground.



Singer entertaining at Bayfront Center.



Dancers at Bayfront Center.

shows included Lawrence Welk, Tiajuana Brass, Harlem Globetrotters and opera.

The theater, separated from the arena by a wide hall or mall seats 2,200, was appropriate for theater, opera, conventions, lectures.

Contrary to the usual experience of similar municipal enterprises throughout the nation, the operation of the Center has almost broken even. The earning record has been gratifying.

The Center's manager, from its inception, was Harry Draper, originally from Kentucky, until late July, 1969. Then Draper became involved in a clash with City Manager Lynn Andrews, who dismissed him suddenly in September.

Incidentally, Tampa built, at almost the same time, a similar building (Curtis Hixon Convention Hall). It has been operated at a painful loss. Partly to blame for that misfortune is the quirk that Tampa's Charter prohibits the City from spending advertising money to promote its events. Also, sharply divergent types of citizenship between the two communities help explain the better St. Petersburg performance.

Bayfront Center opened a rich fare of entertainment, education and culture to the City. Lamentably, it must be added that cultural events drew patronage less remunerative than other types of events. It added a new dimension to the city nonetheless, and attendance showed a steady increase.

Even before completion of the building it became apparent that with such a stage for a large convention, a large modern Downtown hotel was needed. It was another regrettable fact that not since 1925 had a large or reasonably large hotel been built in St. Petersburg. One of the largest, almost incredibly, still clung to the American plan — that is, guests bought lodging, entertainment and three squares a day, whether it suited their habits or no. Not one was completely air conditioned.

Despite the perked-up spirits, renewed confidence, nothing was done about that new BIG hotel until 1967. Again Oscar Kreutz came to the fore. A small group of the Downtown "power structure" was formed. Soon it unveiled a \$50-million plan, a "glove"

to the Bayfront "hand" if ever there was one, which quickly came to be known as Bayfront Plaza. For St. Petersburg, \$50-million was a breathless sum. The plan of financing was even more breathtaking and daring. Yet it appeared for a time to be working. After the debacle which overtook the first Bayfront program, a second one got under way in mid-1969 which appears headed for success.

Shortly after Kreutz came to St. Petersburg, this writer was seeking to build a small, high priced downtown apartment, then a novel and untested type of structure in this area. None of the local banks or financial institutions would buy a mortgage, particularly as it had to be a construction loan. This writer, who did not know Kreutz, in desperation took his deal to him. Kreutz listened, pushed a button — a high ranking official responded. Kreutz briefly told what was wanted, added, "He has done a number of good things for the city, this will add to the attractiveness of the city. We will let him have the loan. Will you attend to it?"

The official replied that the Association had never made a loan of this kind, "I don't think we can do it," he said.

"Find a way," Kreutz said. The loan was made.

This writer had, he thought, sensed a need created by the steadily increasing stream of wealthy and well-to-do retirees coming here. He built his building of \$18,000 to \$30,000 apartments to cater to them. He was never more wrong. Thirty-five of the 36 apartments were sold to local executives, both active and retired. He was struck with the fact that every single one of the 35 said in one set of words or another, as he signed a contract — "Thank goodness, no more grass to cut — no more cars to wash. I can now walk to the office."

One can never get too old or too experienced to avoid being nearly 100 percent wrong, as was this writer-promoter in analyzing his buyer market for his adventure. But Kreutz saved his bacon, and the bacon turned out to be a sirloin steak. Lake Palms, 750 Burlington Avenue North.

Chapter XXXIV

SHOPPING CENTERS

Shopping centers were an important and logical part of the evolution in living habits that swept the country following the swap of horses and street cars for automobiles.

James Rosati was generally credited with introducing the phenomena in St. Petersburg with his Tyrone Shopping Center at the northeast corner of Ninth Avenue North and 59th Street. Central Plaza, meanwhile, was the kingpin that finally brought general recognition and approval of the new merchandising pattern.

But, somehow, everybody seemed to fail to recognize that perhaps the biggest, certainly the noisiest pioneer "shopping center" in the country, was born and carried on like a perpetual merchandising hurricane right in downtown St. Petersburg. That was Earl (Doc) Webb's tumultuous, ever growing Webb's City. The words "shopping center" were not common coinage when Webb's frenzied creation sprang into being — and he rejects the label in favor of the more descriptive "Webb's City."

Favorite Person

This writer freely admits Webb is close to being his favorite local person. Never will he forget his first other-than-casual encounter with him. It happened because the writer was running for the State Senate in mid-1940. He needed money, had none. He sought and got an interview with Webb. (He didn't win. His opponent, John S. Taylor II of Largo, did.)

At that time Webb's private office was perched in the midst of the main store (right where it is now), but some 10 feet above the main level and reached only by a steep stairway that was almost a ladder. From his perch Doc could see the whole operation. Today he would need periscopes and telescopes. Clambering up the ladder and entering the door he found himself in a small room that contained two telephones on the floor, no table, no chair, no desk, a naked high-powered light bulb at the end of a ceiling cord — and a small man. The interview went about like this:

"What did you want to see me about?"

"Campaign money."

"How much?"

"Three hundred and fifty dollars."

"Why \$350?"

"Because I thought that was about the most I could hope to get today."

During this brief exchange Webb had grabbed his visitor by the arm, placed him directly below the bright light and was circling him with unbelievable rapidity, every second keeping his eyes intently on the caller.

At the last answer a fleeting smile came and went. There was a twinkle in his eyes, and Webb said:

"You guessed exactly right."

He grabbed a phone and spoke a word or two, said, "see so and so," and that was that. Except that the two were firm friends after that. As the writer departed, Webb added, "You understand I may contribute to your opponent, too." He did. Later, when Webb, the merchant, and the writer, chairman of the St. Petersburg Planning and Zoning Board, clashed sharply and publicly in 1952 when Webb tried to get what was then the barren Goose Pond chopped into small conventional blocks so that Central Plaza could not develop to challenge his position as the city's premier merchant, they remained friends.

Webb's Faithful

Webb should not have worried. There are some 60,000 citizens, mostly senior citizens, within trudging distance of the Webb madhouse, who are inalienable. If you doubt that, take a half day off some time and see how many grocery stores there are operating near Webb's City. Or walk on a Friday — or any day, for that matter — down the center aisle of the main store. (It was once an alley, which Doc "borrowed" from the city one day.)

So who can talk about shopping centers without talking about Doc Webb first? No one, of course. Besides, if it were not for the time priority of Webb's

start, there is also the unique fact that each of the almost incredible 75 separate stores are all Webb's — no chains, no copying, no "me, too." Each store has its own buyer and separate manager and is almost autonomous. It's all just Doc Webb and the most certain thing about the performance is that today is different from yesterday. And no wonder! Webb's City's almost a million square feet floor space is the equivalent of approximately eight city blocks or 20 acres. A store? It's a city. It's a beehive. It's a roaring circus midway. It's a separate world. Everyone should experience shopping at least once at Webb's.

Doc (James Earl) Webb, as this is written in 1969, was almost 70 years old; (he still plays a smashing game of tennis, runs the legs off younger opponents). He looks 55, acts 25. He was born in Nashville, Tenn. Zealots of modern education needs must cluck tongues over his education — he was a dropout at the end of the seventh grade. The Scots, the Irish and the English shared his ancestry.

Child Merchant

The boy became a merchant at the age of nine. He started life running and has been doing so ever since. He talks faster than anybody in St. Petersburg. He peddled merchandise from door to door, featuring hot German bread and sold both morning and afternoon papers in addition at age nine. He came by the title "Doc" honestly. He moved to Knoxville in his early teens and worked in a succession of drug stores as a registered pharmacist. By the time he was 22 he managed the Economy Drug Store in Knoxville, with 12 employees. He added to his business by concocting several patent medicines which he sold under his own label. His normal working day was 5 to 9.

His most profitable patent medicine was called "Doc Webb's 608." It was a cure for venereal diseases and Webb stoutly maintained it was effective until sulfa drugs proved better. It cost 45 cents a bottle to create and sold for \$5.

Rickenbacker's Car

When Webb had earned and saved more than \$5,000, the famous auto and airplane man, Eddie Rickenbacker, drove up in front of the Economy Drug Store with the most imposing looking automobile Knoxville had ever seen. Earl was seized with a sudden passion to buy it. Eddie started asking \$7,000 but ended selling to the young pharmacist for \$4,500.

After having a bit more money, Doc and a pal took off in the car to see the world. They headed for Miami but at the outskirts of St. Petersburg, the motor fell off the block. While the car was being repaired, Webb looked the town over and liked it. He has been here ever since. He formed a partnership with R. H. Johnson and opened a pharmacy in a building 17 by 28, located on the east side of Ninth Street South just north of the Seaboard tracks, which then were on Second Avenue. He has been there ever since.

The partners were ill-mated. Johnson was conven-

tional and Webb was Doc Webb. They parted after three months, Webb staying at the original stand and Johnson opening a drug store on Central between Sixth and Seventh Streets. He went broke during the depression and disappeared from the scene.

Although the first year for the new store was the Boom year of 1925, Webb's poorly located store, "on the tracks" and at the edge of a Negro area, did a small gross of \$38,990.45 but showed a profit nevertheless. The store had one salaried employee.

Customers parked on the street or walked in.

In 1969, Webb's parking lots can accommodate 2,000 cars and there are almost as many employees as there are parking spaces—1,400 in summer, 1,700 in winter. An average of 60,000 customers a day rang Webb's cash registers in 1966 for almost \$30 million dollars and the annual rate was over \$82,000 a day.

In his early days, Webb almost drove downtown merchants crazy. They had become pretty indolent and lackadaisical. They closed usually at 5 or 6, took a half a day off once a week during the summer. But Webb opened early, closed late, had limited shopping on Sunday. As years passed he reduced Sunday activity. For a while the oldtimers fought and pleaded, then reluctantly increased their hours.

Bargains Galore

The Boom broke shortly after Webb bought out Johnson. So what did he do? He put on extravagant newspaper advertising campaigns, offered bargains galore, had a different stunt almost every day. He did a \$90,000 gross business his second year — 1926, while other merchants lost volume and money.

The merchants fought back at Webb, which proved to be good business for everybody. They cut prices. Webb cut back. He advertised prices "10 per cent less than anybody." He would post competitors' special sales ads in his store and have his sign read, "10 per cent less."

In the depression year of 1936, he passed \$1-million in sales and \$2-million the next year. In 1940, expansion was imperative, but new capital was scarce and its cost high. This didn't phase Webb a bit. He qualified as a securities underwriter, qualified a \$200,000 issue of 7 per cent stock, ran a double page advertisement on a Sunday and sold the stock over his store counters in 30 hours, beginning on Monday to store customers. He sold at par, no commissions. Since that day for each expansion which required capital beyond the reach of current earnings, the same method of financing was used.

At about this time Webb's added varied entertainment — everything from elephants to flea circuses. He developed his nationally famous "Poster Girls," talented, pretty and scantily clad. They appeared at the store, toured the nation, appeared in famous shows.

There are presently four restaurants in the store, including the famous basement cafeteria. To establish the cafeteria he offered 3-cent breakfasts — egg, bacon, grits, gravy, toast. Although his store and cafeteria were in the most unlikely spot in town —



Aerial view of the west end of Central Avenue.



Ground view of a small portion of the Central Plaza

Jungle Prado, St. Petersburg's
first shopping center and
one of the first in the nation
1925.



between two railroads and with a Negro area on one side and mostly cheap boarding houses and industrial enterprises on the other — customers continued to flock there in larger and larger numbers. People proved they could walk as far for a 3-cent breakfast as for a cigarette. Besides, Webb, every so often, sold cigarettes below cost. The cafeteria became established and the famous breakfast went to 14 cents and stayed there a long time.

Butter Episode

During World War II, of course, there was rationing. Meat and butter not only were rationed but scarce and high priced. This writer was in the grocery store one day and had put in his cart a pound of butter. For him, in those days, this was a rare treat, indulged despite the more than 70-cents-a-pound price. At that moment a competitor put a sign in his window across the street, cutting the price below 70 cents. Webb became a whirlwind of action. Up went a sign at 59 cents. The competitor answered with let's say 55c. Webb answered with 49c. By the time this writer got to the cashier with his cart of groceries, the pound of butter that came out of the case at say 74 cents slid past the cashier at 19 cents. And by the time he had his groceries loaded in his car, the price was back to 74c.

During 1966 a countywide survey was made by The St. Petersburg Times to learn the shopping habits of its people. This survey revealed that, based on the minimum patronage of at least one visit to a store to buy during the previous months, Webb's outscored any store or shopping center in the County. A total of 54 per cent of shoppers reported they had been in Webb's at least once that year. Next closest was 51 per cent.

Since then the yeast of change has been working, population ratios have changed, new shopping types have developed. No such survey has been made since. It is extremely doubtful Webb's would lead the pack in 1969. Webb's has been holding its own but many of the other leaders have scored heavy gains.

Development on 66th

There is an expansion under way at the time of this writing which is certain to alter the shopping picture. Huge regional Sears is open and a Penney store promised, and a group of satellites alongside the already impressive Crossroads Shopping Center at the intersection of 22nd Avenue North, Tyrone and 66th Street. In passing, let it be said the writer is that proud of the fact that 66th Street from Central to Park Boulevard in Pinellas Park exists because of the pioneering persistence of Walter Lee Baynard and this writer. Darned if the County didn't make us pay for the paving thereof. And the complete four and six-laning of this arterial road finally is completed, much to the delight of the new Sears. Webb has announced a new store on 66th at 74th Avenue North, to challenge the 22nd Avenue complex.

This store will have 150,000 square feet and will cost \$2-million, half of which was raised in two days in June, 1969 with a typical across-the-counter sale of stock to regular store customers.

As this is written, Webb is preparing to attack in court another merchandising law he doesn't like that he thinks will have as its purpose, price ceilings by law rather than competition. Twice in the past he has knocked out in the courts similar price fixing laws.

Time was when Webb's liquor store was top seller in this line of merchandise in the county. In the mid-1950's he abruptly, with no fanfare, closed out his liquor store, will observe the same policy at the new store. This was despite the fact that at time of closing out the liquor store it was 15 per cent of his total business. He lost money the first year thereafter, but his business volume bounded far beyond the past high, and has steadily climbed.

Crossroads Center

Crossroads, a venture of Food Fair, in its early days was a distressing failure. On leased ground with a high rental, the acre after acre of almost vacant parking space, glaringly highlighted the fact that the pioneering was too early, too big. But features which were added gradually including a bowling alley, theater, post-office, a couple of banks nearby, a savings and loan association — all fortified and justified by a steadily increasing forest of single family homes in the area.

Actually there were two false starts at starting shopping centers in St. Petersburg before Webb. One was by R. E. Sumner, a great pioneer, at Fourth Street and 17th Avenue North, in a huge building he built for that purpose, the other one — the Jungle Prado — was started by this writer. Sumner failed because he didn't have the know-how and because people weren't ready for the new shop method. This writer failed because he got his cart before his horse. He built the shopping center first, with the homes and the people to follow, but the Boom blew and there turned out to be no people.

As before related, Rosati started the local parade with his Tyrone Shopping Center in 1949 and Lowell S. Fyvolent, as manager for his father-in-law, at Central Plaza, quickly moved to the front of the shopping center parade when it started in 1952. This one still rates tops (forgetting Doc Webb) for the entire County. Frank Pepper, brother of U.S. Rep. Claude Pepper, managed Tyrone for Rosati.

For successful and daring pioneering Central Plaza probably rates the blue ribbon of first place. The 1952 adventure of Fyvolent and his family was a double barreled risk; type of merchandising and location. The area was then a dismal looking vacant area that had not grown far from the days when it was truly a pond and the scene of winter vegetable farming.

The underwriters of the first mortgage, Stockton, Whatley and Davin, of Jacksonville, queried 12 local real estate brokers as to their opinion of the feasibility of the proposed shopping center. Eleven predicted

failure, the lone prophet was this writer.

The first long front of stores was on the south side of First Avenue South between 32nd and 34th Streets. Then William Henry, an independent department store, was built east. A bit later the north row of stores went up on First Avenue North. Citizens National Bank was located at the corner of 31st and Central. Two cross rows of specialty shops reached from First Avenue South to Central. The city's main post office moved alongside on First Avenue North; then a block of professional offices. The climax was the great new Montgomery-Ward on 10 acres, fronting on 34th Street (U.S. 19) between First and Third Avenues North.

Now there are on the fringes two theaters, a Federal Savings and Loan, another bank, the two Bernard Greenbaum office buildings, 300 Building and 300 West, a Howard Johnson Motel, two big cafeterias, and a cluster of fringe businesses. The Central Plaza pioneering venture has fulfilled the faith of its pioneers by staying, county-wide, in the forefront. The Fyvolent group has added complexes in Orlando and Jacksonville.

The full list for St. Petersburg totals 18 (allowing for a bit of fudging as to those just out of the actual limits but depending on St. Petersburg dollars for survival). They are:

Central Plaza, 34th Street and Central Avenue; Northeast, 37th Avenue North and Second Street; Crossroads, Tyrone Boulevard and 22nd Avenue North; Tyrone Shopping Center, Tyrone and Ninth Avenue North; Pasadena Plaza, Pasadena Avenue South and Gulfport Boulevard; Lakeview, Lakeview and 34th Street South; Times Square, Lakeview and 31st Street South; South Side, Sixth Street South and 46th Avenue; Gulfport, Disston and Lakeview Avenue; Food Fair, 32nd Avenue North and Fourth Street (Pantry Pride); Skyway, Ninth Street South and 62nd Avenue; West Central, Central Avenue and 66th Street; Five Points, Haines Road and Ninth Street North; Gateway Mall, Ninth Street North and 80th Avenue; Grand Way, Ninth Street North and 62nd Avenue; Grand Way, 22nd Avenue North and 34th Street; Disston Plaza, Disston and 38th Avenue North; First Federal, Disston and Ninth Avenue North.

The first five of these shopping centers are probably the leaders in volume of business in the order listed. This order of leadership in volume cannot be fixed with certainty as the business done by each fluctuates from month to month as the fortunes of economic warfare constantly shift with improvements and changes in traffic flow, increase in houses and families in the various areas and the constant adding of new stores and the drop out of others in the various centers. Ratings based on tax collections to the Comptroller at Tallahassee.

Sales tax payments, for instance, indicate that volume of sales in seven of the centers has dropped

during the years 1966 and 1967. It is true, nonetheless, that a greater volume of total sales, percentage-wise, swing toward the shopping centers and away from the hardy independents scattered hither and yon, even including Webb's. In 1966, a survey reflected that 64 per cent of the people traded at shopping centers, whereas, in 1967, this percentage had increased to 87 percent.

More Revolutions?

It is a safe assumption that the next 20 years will bring more revolutions and changes in living habits and shopping patterns as has the last 20 years.

Tampa led off for the Bay area, Maas scoring a "first" with its fully air conditioned West Shore Mall near Tampa Bay on the south side of Interstate 4. Sunshine Mall, on Missouri Avenue between Largo and Clearwater, was second and Winston Plaza at Ninth Street and 80th Avenue North turned a dismal failure of a conventional open shopping center into a stunningly successful enclosed air conditioned mall — the first actually in St. Petersburg's limits. It changed its name to Gateway Mall.

Preoccupied mainly with the present or the past, this account of the growth of a city nears its end and at this point perhaps a prophetic glance or two at the future is appropriate. Bankers and economists are with calm assurance talking of a near day when people won't use money. There will be computers and the wizardry of modern communications and accounting.

What's Coming Next??

So, what of the housewife or the family shopper in that threatened day? Will the shopper sit in a car, as a conveyor slowly carries it along and scan groceries on television, punching buttons to order and, to pay the bill and at the end of the belt, have a mechanical man or perhaps a flesh and blood one, deposit her bundled order in the car, then drive happily off without having moved from the car seat? Or will the shopper use a helicopter?

Well, maybe! But, in the meantime, the fortunes of the individual shopping centers will wax and wane as population shifts and one merchandising program triumphs over another. And no matter what changes there will be, a few stout hearted individual merchants survive because a certain minority group will cling to old ways and scorn the new.

If the reader has skepticism, let him be reminded there was a blacksmith shop in town, Bennie's, until about eight years ago. His shop was in the 200 block on First Avenue North. And there is a horseshoer nearby on North Disston. A few houses still have fireplaces that burn real wood and there are houses with wooden shingles. And on Saturday nights some people dip home-baked Boston-style beans from a crock instead of stopping by the supermarket for a TV dinner.

Chapter XXXV

THE PEOPLE; FROM WHENCE? TO WHERE?

"The greatest asset of a town are its people. And you must not destroy them."

A short stoutish elderly man spoke these words and clamped his strong jaws and pounded the table for emphasis. He was Paul Poynter, then owner and publisher of the St. Petersburg Times. He and the receiver for a local bankrupt bank and this writer were deep in a hot argument. The time was around 1931. The Receiver proposed to initiate a city wide series of suits against a large segment of local businessmen for debts they could obviously not at the time pay. The Receiver proposed to get very tough, get deficiency judgments and strip the debtors of all their earthly possessions. He had come to Mr. Poynter to arrange for an enormous amount of legal advertisements which would have been a financial godsend for a then beleaguered and financially distressed newspaper.

Mr. Poynter had not the slightest interest in this advertising bonanza. He had all his thoughts and force of personality concentrated in dissuading the Receiver. And he beat him down. The suits were not brought, because Mr. Poynter raked and scraped a bunch of cats and dogs together and bought the bank and liquidated it with a series of humane but shrewd deals, mostly a past generation type of "horse trading" that cleared up debris of a busted boom with a minimum of damage.

This is the first time this writer has publicly mentioned this incident, but he remembers it vividly because of the wisdom of the observation and the deep impression it made on him.

All right, then. The people of St. Petersburg are its greatest asset. Then, who and what are they? Where from? Why here? What do they seek? What kind of a city will they build? This Chapter, as best it can, will seek to answer the self-raised questions and document the Paul Poynter thesis.

First, let's describe a composite St. Petersburg.

1. He is an oldster, with highest average median age in America.

2. He is from a small town, from one of eight mid-east states.

3. He has a good pile of cash, stocks and bonds.

4. He's cautious with all three.

5. He lives in and owns a single family house or a house trailer.

6. He is well educated.

7. He has a pension.

8. Chances are 6 in 7 he's white.

9. He's a religious person.

10. His original ancestors were from one of ten of the most advanced European and Near East countries on earth.

11. He owns more automobiles than any other people in the world.

12. His in residence family is the smallest in the United States.

13. He's a Republican, but has relaxed or ossified his convictions.

14. Upon arrival he proceeds to — (a) Become liberal, gregarious, a joiner, a gadabout; or (b) Withdrawn, crotchety, high hat.

All these, with a thousand and one variations.

1. Age. Over a fourth of the people in St. Petersburg are over 65; exactly 28.1 percent in 1966, compared with 27.4 percent in 1960. The experts predict by 1975 the over 65ers will amount to 34 percent. These are the highest percentages for oldsters of any large area on earth; although small areas for specialized reasons are higher. For instance Charlotte County (Punta Gorda) runs a bit higher because the Mackle Brothers packed Cape Coral with several thousand oldsters a few years ago, who live in a lusterless, purposeless community of look alike low cost houses, where the only businesses are those servicing the residents. Then there is an aerie tucked high in isolating mountains between Turkey and Russia where a handful of oldsters are reported to average fantastically long years of life. Which doesn't alter the essential fact that St. Petersburg holds more oldsters over 65 who are a viable, integral part of a balanced

conventional town with industrial, commercial, cultural, educational levels not too disproportionate from the norm.

One pocket, indeed, in St. Petersburg is somewhat out of focus. In the downtown area bounded by Fifth Avenue North and South and East of Ninth Street to the Bay, there is a group with an almost incredible median of 70.6 years. And their family income is a distressing approximate \$3,125 a year compared with a city average of \$4,232 and a County average of \$5,400.

However, a truer picture is presented with the following comparative figures for St. Petersburg contrasted with the State as a whole.

Age in Years	Percent St. Petersburg	Per Cent Florida
	1960	1960
0 through 34	37.1	55.3
35 through 64	35.5	33.8
65 and over	27.4	10.9
Median Age	47.1	31.1

Few, if any major groups of people in the nation, certainly none in the State, approximate the age distribution pattern of this community. The State figures by contrast are roughly in line with the norm. The 37.1 percent for the younger group in St. Petersburg is largely accounted for by sudden influx starting a decade ago of large numbers of young skilled workers for the suddenly starting new manufacturing industries in electronics and space age fields. While the plants, except one are up county, the employees live in widely scattered areas of their choice throughout the County, including St. Petersburg.

The month of February, 1967 showed countywide employment in electrical equipment manufacture of 7,100, and other durable goods of 6,200 for a total of 13,300 in manufacturing. Of utmost significance is the fact that in 1959 there appeared in labor statistics for the first time in Pinellas, employment of people in electrical manufacturing, but suddenly there were 4,300. This figure coincided, of course, with the start of Honeywell, General Electric, G.E., Sperry Rand and Electronic Communications. For February 1967 manufacturing accounted for 16.4 per cent of the total of 112,200 employed compared with a national average of 31.8. But the 16.4 is near tops for the State. These new employees in modern sophisticated industries were mostly young and with sizeable families of young children. Another factor is the fact that in most of Florida, outside Pinellas, there are much larger percentages of Negro families with relatively large numbers of children.

If this relatively new and important manufacturing factor is not drastically interrupted by a possible era of peace in the future, important changes in many phases of local life and activities may be expected. But war or peace, prosperity or depression, the preponderance of elderly citizens will continue to be the dominant factor in the habits of life and patterns of St. Petersburg's economy. An analysis of the savings, investments and income of the elderly citizen group will

bring the conclusion that it would be difficult to have a more dependable economy than that enjoyed by St. Petersburg.

This writer has been prone at times to attempt a nut shell statement of that fact by saying (quoting himself) "As long as people grow old and save money St. Petersburg will prosper."

Characteristic Number 2:

(a) "He is from a small town, from one of eight mid-east states."

The eight states from which the bulk of St. Petersburg permanent residents, winter-stay tourists and pass-through tourists alike come are — in order of importance — New York, Illinois, Ohio, Michigan, Pennsylvania, Massachusetts, Indiana and Connecticut. To those eight should be added Canada and other parts of Florida itself. But the inflow of people from other parts of Florida and the outflow from here to other parts of the state, notably in recent years, to Pasco, Citrus and Hernando, makes it advisable to disregard the in and out flow of Floridians for clarity.

At this point the writer asks his rugged reader (he thinks one needs be rugged to have persisted to this point) to permit the mild indignity of presenting a statistical table. It reports the state of origin of people momentarily or permanently in St. Petersburg. The first column is a survey made in 1963 of retirees who had lived in Pinellas for some time. The second column as of 1967 reports the home states of people who had recently bought a home locally. The third is a report made in 1966 by the Florida Development Commission of incoming tourists interviewed at the State line (hence the blank space for Floridians) and the fourth is an analysis based on 1939-40 full season tourist registrations at the Chamber of Commerce. This annual registration has long since been abandoned because of changed conditions, but this last column is important in that it shows how minor have been the change in state of origin of new St. Petersburg citizens over a quarter century.

	Retirees 1963 Study Percent	Home Buyers 1967 Study Percent	Tourists 1966 Study Percent	Tourists 1939-40 Study Percent
New York	15	14	9.44	17
Florida	13	11		.02
Illinois	10	10	7.11	6.8
Ohio	8	7	9	10
Michigan	8	7	7.32	8
Pennsylvania	8	5.5	5.88	12
Massachusetts	4	4	2.74	8
Indiana	4	3	1.72	2.8
Canada	3	4	4.6	4

The wide variation for Pennsylvania in 1940 and the 1960s is explained by the fact that in the early history of St. Petersburg the influence of Philadelphia money was very strong; due to the fact that the Diston family, F. A. Davis, George S. Gandy and other influential Philadelphians were leaders in finance, tourism and development here. In recent years other

areas have established lines of communication in money and business and the relative importance of Pennsylvania has declined.

A quarter century ago New Jersey and the coastal New England states were more influential than now because, due to the then winter seasonal nature of the tourist business, there was a relatively large population segment which "two timed" Florida and the north Atlantic coast in that they had summer businesses in northern coastal resorts and winter ones in St. Petersburg. In these days a common sign in downtown St. Petersburg store windows announced that the owner was closed for the summer here, but had a store at so and so in New Jersey, Massachusetts, Maine or elsewhere.

A very disproportionate part of the families who come to St. Petersburg and Pinellas County from the eight principal states come from the smaller cities and towns and from the rapidly shrinking rural areas. This fact is reflected in almost identical proportions in a 1940 survey and in several surveys made since 1960.

An analysis of arrivals from the state of New York will illustrate. In 1940 there were 11,633 registrants at the Chamber of Commerce. From the seven largest cities, accounting for well over half of the total New York state population came 3,935 people which was but 34 per cent of the total. The seven cities were New York City, Brooklyn, Rochester, Buffalo, Syracuse, Schenectady and Albany. The actual percentage of city dwellers was doubtless considerably less than the 34 per cent; human nature being human nature. This writer, being particularly familiar with Georgia and Atlanta, has observed over a considerable number of years that practically everyone actually living within fifty miles of Atlanta says, when asked, that he came from Atlanta. And those from a 100 mile radius say "from near Atlanta." Incidentally the Chamber of Commerce estimated one visitor in five registered in 1940 state societies. They were strong then and frantic efforts were made to get visitors to register.

An analysis of Ohio reveals a similar situation. Cleveland, Cincinnati, Columbus, Akron and Toledo accounted for 37.5 per cent of the 6,853 Buckeyes who registered. Six of Michigan's largest cities supplied 40 percent of the 5,382 from that State. And in all the other eight the percentages ran about the same except for the extreme variation for Massachusetts, for in that state, Boston, Springfield, Worcester, Lowell, Lynn and Brockton supplied by 20 percent of the 5,523 from the Bay State.

The reason for this situation is not hard to find. Miami, Palm Beach, Daytona, appeal to the big spenders, those who like the gay life, the followers of horse and dog racing, gaming, the theater; Miami Beach most spectacularly dramatizes the point. Its hotels are the largest, the most spectacular, the most numerous, the newest, the most competitive in the world. And very high priced in winter. Apartments, private residential tourist living, trailers are practically non-existent. On the other hand not a new major hotel has been built in St. Petersburg at mid-1967 in exactly 42

years, and two of the principal ones had not even been fully air conditioned. Yet in the 1966-67 season St. Petersburg entertained almost exactly twice as many transient tourists as did Miami Beach.

Actually of greater importance in the understanding and analysis of St. Petersburg than a report of the eight leading states which have contributed population directly to the city is this question of where did the people originally come from that conquered and settled the eight states? What were their ethnic backgrounds, their religious beliefs, their education, their political faiths, their types of government, their kind of occupations? They were the raw material from which this national culture and civilization evolved. Why did they come here in the first place?

A vast number of books have been written answering these questions. But a one sentence answer is possible. Those who came to America in the colonial days were the brave, the daring, the sturdy who dared face and conquer an unknown and dangerous wilderness so that they might have the right and opportunity to worship a God of their own concept, be free of oppression by rulers not of their choice or liking and have the right and opportunity to own property, particularly a home. A pretty long sentence but it covers the ground. A shorter one could do it. Seekers of freedom of speech, conscience and property.

It is rather startling to find that according to the 1960 census 15,366 of the inhabitants of St. Petersburg were foreign born; that 30,868 of the 374,700 Pinellas citizens were so born. That is 8.05 and 8.8 percent respectively. The heavy Greek percentage in Tarpon Springs and the English background of Dunedin being the principal reasons for the mild spread in the percentages.

But Pinellas County citizens foreign born or born of foreign parents total 84,440. Oddly, Hillsborough, despite heavy Cuban and Italian elements totals only 58,130. However, getting back to the 15,366 foreign born in St. Petersburg, a tabulation by number and percentage results as follows —

English	6,212	40 percent
German	2,627	17
Italian	795	5
French	736	4.8
Swedish	661	4.3
Polish	402	2.6
Dutch	314	2
Hungarian	304	2
Russian	283	1.8
Danish	267	1.7
Norwegian	240	1.6
Czech	231	1.5
Lithuanian	217	1.4
Spanish	169	1.0
Serbs	136	.9
Slovacs	110	.8
Total	13,713	88.3

The remaining 11.7 percent (1,653) are from 21 nationalities or from countries or races not disclosed.

Except for Italians, Hungarians, Russian, Czech, Lithuanian, Spanish, Serbs and Slovacs (recent new blood and ethnic streams from Europe) the principal groups above are the same as those that originally settled the thirteen colonies. Oddly, despite the fact that Spain owned and occupied Florida for 220 years, save for a half dozen families in Pensacola and two or three in St. Augustine when Spain surrendered Florida to the United States, all of the Spanish withdrew. The Cuban invasion of Tampa began in the 1880s.

Can any student of history doubt that the forebears of the people in St. Petersburg are principally from that group of nations and races that because of opportunity and vigor of stock had made the greatest advances in civilization, education and culture up to the time of the beginnings of this nation and this city?

Or that St. Petersburg has gotten the best of the best? Not certainly this writer.

Characteristics 3 and 4 of St. Petersburg visitors have to do with money, stocks and bonds, the owners' habits as to saving and spending both. Already documented is the fact that St. Petersburg citizens have unusual average cash in banks, the largest, if not the largest per capita ownership of registered stocks and bonds. Only one example of that fact needs to be repeated here to remind one of the point. Cash in banks and building and savings associations for the estimated 209,000 people on December 31, 1966 amounted to an awesome \$960,846,118, which averaged out at \$4,597.35 each.

In addition to that cash, those coupons on bonds and dividend checks on stocks there were, statiscally, in the city 61,470 Social Security pension checks per month. If you want to be reminded rather annoyingly of this fact try to cash a check at a bank drive-in window on the third or fourth day of each month. Most of those 61,470 check recipients are there ahead of you. In addition it has been estimated (this is just an educated guess) that there are some 15 or 20 thousand pensions or retirement checks from private industry each month. And plus these are annuity funds.

The most casual look around is all that is needed to know that the characteristic St. Petersburg is not a spender. For example, no first class, high priced night club has ever really succeeded in St. Petersburg. There is a small number of very fine restaurants but one rarely sees a dinner on a menu marked above \$2.95. Attendance at the horse track at Oldsmar is very meager. And the dog track, despite being the first in the world in this sport, and as attractive a track as there is, had a moderate play and "handle" compared to the East Coast tracks. Far and wide this city is famed for free or cheap entertainment and amusement.

But the official figures still prove that St. Petersburg and Pinellas County, except for Dade County, Miami and Miami Beach, is the biggest tourist mecca in the state. The figures are quite conclusive. The figures are for the 1966-67 tourist season and were tabulated by the Florida Development Commission at the Alabama-Florida and the Georgia-Florida state lines.

The tourists themselves said where they were headed.

Dade led with 2,002,618 with specific destinations to Miami and Miami Beach — 1,461,802 and 441,611. Pinellas was a surprisingly close second 1,340,293 divided mainly between St. Petersburg with 811,130 and Clearwater almost half that with 306,816. Broward pressed with 1,049,217 divided between Fort Lauderdale, Hollywood and Pompano Beach. Volusia (Daytona) with huge summer crowds crowded Broward with 953,330. (Pinellas passed Dade in 1970.)

Total for the state was 14,689,985. Adding train, plane and bus travelers the State totaled 17,948,980 tourists. A good measure of the growth of the tourist business — and the national economy — was the 1939-40 tourist total of 2,800,000 a gain of 640 per cent over the 46 years.

A study of the mode of transportation of this huge tourist invasion shows that revolutions have gone on in that field too; the principal sufferer being the railroads. The figures for 1940 and 1966 are simply summarized in the following table.

Mode of Transportation		
	1940	1966
Automobile	72.44	81.8
Train	27.07	2.00
Water	.29	.00
Airplane	.20	13.8
Bus	.00	2.40

Water long distance travel is dead, rail travel dying. Long range, air travel, could conceivably cut into auto travel, what with the proliferation of automobile rental convenience. In recent years more and more families have wintered in Florida; particularly on the East Coast; papa commuting once, twice, thrice a week.

Characteristic 5. Type of housing adds luster to the typical citizen and a star to the uniqueness of St. Petersburg as well; for the figures reveal that in St. Petersburg a greater percent of its citizens own their own homes than in an overwhelming majority of the other communities of the entire nation. Obviously the higher the percentage of home ownership the better the type and responsibility of its citizenry, the solidity and character of the City.

Home ownership in St. Petersburg is an almost incredible 62.8 percent and that figure does not include those considerable number who call a house trailer home. Oddly only in very recent years has the Federal census bureau included trailer homes in the statistics of those owning their homes. In other words, the statisticians of the Census Bureau considered the house trailer as a temporary non-abode. And the sudden flare up of popular response to the auto camper well may again muddy the statistical tables. Counting House trailers over 65 percent of St. Petersburgers own their homes.

St. Petersburg made its sensational gain in percentage of home ownership mostly during the great housebuilding spree of the community during the

magic years of 1946-1959, which has been fully discussed in a previous chapter. But even a quarter century ago St. Petersburg was a standout among state cities. In 1940 St. Petersburg recorded a 49 percent of home ownership, which ranked highest state-wide and very high nationally. Other principal Florida cities in that year were bunched in the Thirties; Tampa 35.4; West Palm Beach 33.2; Miami 32.9 and Jacksonville 32.4. In the 1966 tabulation a co-op or condominium rated as home ownership, as they should; despite the fact that County Tax Assessor, Mac Haines, stoutly insists neither style of home owners are entitled to homestead exemption. The Florida Legislature is also in turmoil over that issue. But that 62 percent is one of the highest not only in the United States but in the entire world. (Editor: Homestead Exemption since granted.)

Previously discussed has been the sharp swing from single family detached houses to the Town House, the Cluster House, and apartment houses, both garden and high-rise varieties. But they are all homes.

The sharply rising national prosperity and proliferation of wealth has not only increased the percentage of single-family owned homes; it has improved house standards, and there have also been significant changes in taste.

A survey of actual house purchases in 1963 as contrasted with 1967 shows the changes and also reflects the conservative tastes of St. Petersburg's citizenry. For instance the number of 4-bedroom buyers during that brief lapse of four years increased from 6 per cent to 10 of the total. The two bedroom houses increased from 38 to 43 and the three bathroom ones from 3 to 6. An oddment was the increase in two-story houses from 4 to 6 percent. Again, as they have done repeatedly and emphatically house buyers showed they want none of the so-called contemporary (ultra modern) houses; their actual purchases in 1967 being just half the percentage rate for 1963. In another survey where people reported the type of houses they thought they wanted (there is frequently a vast difference between daydream houses and a sign-a-check house, as every broker knows) 17 percent opted for the split level as against 12 percent in 1967. (Split levels are prone to get pretty wild, architecturally.)

The biggest change, of course, was in air conditioning. In 1963 34 percent bought air conditioned houses, but this percentage had leaped to 63 percent by 1967, and the industry assumes the percentage will steadily rise to near 100 percent. As a collateral matter, air conditioning more than anything else has caused the steadily increasing popularity of apartments, particularly the high rises. Without air conditioning in Florida a High Rise could be pretty deadly.

Preferences dollar wise have shown marked changes at both ends of the spectrum; the low cost and the high cost house. Houses under \$10,000 by actual purchase increased from 11 per cent to 17 per cent between 1963 and 1967. One factor was the drop

in low cost houses because of the overproduction in the 1957-1960 period, but the more important one was the steadily mounting prosperity of the American wage earner. The man earning \$40 a week cannot dream of buying a decent house; the \$100 man can and does. But the spread has been as marked on the up side as the down side. Houses between \$20 — and \$25 — thousand increased in the four years from 9 to 12 percent and in the over \$25 thousand bracket from 6 to 7.

In St. Petersburg at least the American people are putting to sound and constructive use their increased wealth. A community with 65 percent of its people owning their own homes need have no fear of communism, socialism or any of the other isms of the discontented and the underprivileged.

Characteristic No. 6 can be disposed of quickly. The average education possessed by St. Petersburgers is just a hair under a full 12-grade public school education. Only Brevard County with its flooded-in thousands of technical and scientific people involved in the rocket and moon shot preoccupations is appreciably higher educationally than is Pinellas. Two other Counties top the local citizenry by a thin margin.

As to Number 8 Characteristic, the percentage of white people in the community has materially increased during the last generation simply because of the in migration of white people, whereas the Negroes depended almost entirely on increases based on the birth rates.

The figures diagramming this point are simple.

	1940	1960
Native born white	75.4	77.9
Negroes	18.3	13.4
Foreign born	6.1	8.5
Other races	.2	.2

The growth from 1960 through 1966 is a matter of estimate based on various factors, increase in utility meters, increase in housing units, voter registration, telephone subscribers, and so forth. Estimates by various agencies have fluctuated rather widely; those by the St. Petersburg Planning Board appearing to have been the most accurate. Be that as it may, the best estimate seems to be that St. Petersburg population has increased 13.1 per cent between 1960 and the end of 1966; of that total 3.1 per cent is attributed by the increase of births over deaths, the remaining 10 per cent by migration of new citizens.

Characteristic No. 9, that the local citizen is a religious person, is an important one and of that there is no doubt. It is a religious town. So important is this phase of life to an understanding and description of it, a special report dealing with churches at length appears in another portion of this book. It is apropos of this Chapter to comment that it is a predominantly Protestant church town, despite the fact that there are only 143 million Protestants in the world compared to 961 million Roman Catholics and 600 million Eastern Catholics. The Jewish faith is well represented locally.

Almost every principal religion in the world has

one or more houses of worship in the city. A rather startling addition within the past five years has been five Catholic churches representative of various branches of that great church other than the Roman Catholic. And several of them are of breath-taking beauty. Their names and locations are:

1. St. Stefanos Greek Orthodox at 3600 76th Street North. Built 1961.
2. St. Theresa's Catholic Church of the Byzantine Rite 4265 13th Ave. N. Built in 1962.
3. Ukranian Catholic Church. Built in 1964.
4. Russian Orthodox of the Holy Trinity 3755 3rd Ave. N. Built in 1965.
5. Hungarian Christian Church. 2810 Lakeview Avenue. Built in 1966.

Local citizens had for several decades been accustomed to the Greek Church at Tarpon Springs, distinguished by being headed by a Bishop and locally famous for its colorful annual ceremony built around recovering the sacred cross after being tossed into one of the city's springs. But it was thought of only once a year as a world apart. Having noted the recent filtering into St. Petersburg of a considerable number of people from the East European countries, as discussed earlier in this chapter, that their churches would follow causes no surprise. The exodus of these very fine people from their respective countries is obviously one of the side results of political and economic turmoil involving Russia and the Communist bloc countries. It is well to note in that connection that from the beginning of Communism almost exactly 50 years ago, as a formal fact of political life, only a minute percent of the peoples of Russia and its satellite and neighbor countries have been members of the Communist parties in each country. (Having a Democratic party in control in Washington does not automatically make Democrats of the nation's Republicans.) The Russian government for 50 years has denied the existence of a God but millions of its people go quietly and serenely on worshipping a God of their choice.

The fact that the establishment of these until-now alien churches in this area not only caused no furor but passed almost completely unnoticed, is rich evidence of the existence and the benefit of religious freedom in this nation.

It surely is no coincidence that within this year for the first time since the year 1054 A.D., the heads of the Roman and Eastern Catholic churches have engaged in friendly dialogue on the home grounds of each and that for the first time in the history of Christendom the head of the Eastern Catholic Church set foot within the Vatican in Rome. So or not, the appearance of these hitherto unrepresented churches here adds an appreciable breadth and depth to the universality of this unique community we call St. Petersburg. Named, incidentally, by utter chance, for the one-time capital of Russia.

A concluding discussion of the distinctive points of our theoretical typical St. Petersburger will involve his political affiliations and philosophies; this conserv-

ative well-to-do man, characterized by the smallest family (in residence) in the nation; blessed, endowed or cursed, as you wish to have it, with more automobiles per capita than any other group in the world but who, without any particularly sharp political characteristics or convictions, has quietly in the past two decades made the Republican party the majority party in rich, prosperous, rapidly growing South Florida, except Dade County.

First, as to those automobiles.

Automobile ownership in St. Petersburg and Pinellas is statistically the highest in the world. On the average 1.53 persons own an automobile. Average for the nation is two persons plus a small fraction. (Confidentially, just between ourselves the statistic is to an extent a phony. It is based on the fact that a house trailer, if a tag is bought, counted until recently as a "vehicle" although a majority of them never roll a wheel. And as already stated there are more house trailers in Pinellas than any of the some 3,500 counties in the United States.)

Secondly, the average family in St. Petersburg-Pinellas is the smallest or almost the smallest in the United States. The average is 2.26 persons per family. This is due to the fact that some 35 per cent of the families are retired, the children are grown and gone and two, sometimes one constitutes a "family." Actually based on the bare statistics nearby Sarasota County comes out a bit smaller with an average family of 2.21 persons per family. Comparatively wealthy Sarasota however has a much higher proportion of people who in actuality have two or even three homes but designate — as is perfectly legal — their Sarasota home as their "residence" because the states where the other home is located have no or a less favorable homestead tax exemption law.

An analysis of the four Tampa Bay Counties on this point of home ownership reveals some significant differences. Here is a summary of that situation.

County	Population 1960	Homes 1960	Homes 1965	In- crease	Percent- age gain	Persons per house- hold
Hillsborough	397,788	135,406	162,222	26,816	19.8	2.95
Manatee	69,168	30,309	36,133	5,824	19.2	2.28
Pinellas	374,665	165,823	201,138	35,315	21.3	2.26
Sarasota	76,895	34,806	46,764	11,958	34.4	2.21

The most notable facts are that: 1) Sarasota is far outstripping the other three in rate of growth. 2) Pinellas is growing substantially faster than Hillsborough. 3) In Sarasota and Pinellas where the tourist and retiree economies are substantially the same are the smallest families. Manatee and Hillsborough with more important agricultural and industrial interests have the larger families of the four. All are growing at a faster rate than the State as a whole. In fact a few of the smaller North Florida Counties are decreasing in population.

The common characteristic of the most populous 20 South Florida Counties is the steadily increasing

percentage of Republican votes. This swing surfaced first in Pinellas, the most Republican County in the State. Local Democrats were first startled in 1948 by a Republican victory. (Excusing an odd upset in the 1928 election. Al Smith vs. Hoover. Remember?) Republican success at the polls steadily increased until the ultimate in 1966 when locally in Pinellas the Republicans made a clean sweep.

This writer a number of years ago began diagramming the vote statewide, going as far back as the election in 1918. He found that each year the Republican vote steadily increased percentage wise, advised the State Democratic organization in 1960 to expect a state wide Republican win by 1968. The voters short-changed the prophecy by amending the constitution, so as to get the vote for State candidates in years when Federal offices were not at stake. The election presumably to be held in 1968 before the amendment was therefore actually held in 1966, and the well remembered swamping of Bob High, Democrat, by the incumbent Republican Governor, Claude Kirk resulted.

Since the 1966 election a thin stream of registered Democrats in Pinellas — mostly defeated Democratic candidates or hopeful officeholders have re-registered as Republicans.

Actually there has been a "sleeping" majority of Republicans in St. Petersburg and Pinellas for considerably more than 20 years. But as long as there was a choice of candidates only in Democratic primaries, Republicans actively interested in politics usually registered as Democrats. This is attested by the fact that Harry Truman was the last Democratic candidate for President to carry Florida until the Johnson-Goldwater thing.

The political coin has two sides of course. An unknown but large segment of registered Democrats in St. Petersburg and throughout the State who say and seem to think they are Democrats, aren't. The explanation is that after Reconstruction and for a number of decades a Democrat — particularly in North Florida — was a man who was determined Negroes would not be allowed to vote, and labeled Republicans friends of the Negro. Thinking and attitudes of South Florida Democrats softened; did not in North Florida. This created strange anomalies. Farris Bryant, for instance, an ultra conservative Democrat, opposed Peterson, a Republican, the latter making absolutely no campaign. Bryant scraped by in twenty of the liberal-but-Republican South Florida counties 50.26 percent to 49.74 for Peterson, but swept North Florida with 76.6 per cent. Four years later LeRoy Collins, a North Florida liberal Democrat swept South Florida — where the avowed Republicans live — but made a spectacularly poor showing compared with Bryant where the avowed Democrats lived. In some small North Florida Counties Bryant actually got ten times more votes than did Collins.

A happy solution — and a very probable one — is for the registered Democrats to unscramble themselves by honest re-registration and for the registered

Republicans to apply themselves to an educational re-orientation on local and state affairs and personalities to the end that this earthly paradise of St. Petersburg-Pinellas can become slightly nightmarish unless they involve themselves intelligently.

Meanwhile there can be a number of years of painful confusion and frustration.

The situation is perhaps worsened by the fact that by law City of St. Petersburg elections are politically non-partisan. This law has been scrupulously observed except that Herman Goldner openly swung a tight tough Republican election organization behind his race for mayor, and won. On balance he was one of the City's finest mayors, but in this instance he rendered his City a distinct disservice.

There are two very important points yet to be made. Most of the people that have moved into St. Petersburg during the past fifteen years, coming from the solid middle class from ten States in the main, saving, law abiding, educated, coming from predominantly Republican states, have obviously been Republicans. And remember that over HALF of the people now living in St. Petersburg weren't here fifteen years ago. And from 3000 to 6000 are added each year.

Oddly, these newcomers have roughly divided themselves into two groups; one group being an extremely beneficial infusion into the local human stream; the other as important economically, culturally and in civic affairs, have frozen themselves politically and as good neighbors and pose a problem that bodes ill.

The first group, it would seem, during an active, even intense life making a living, accumulating a stake, were subject to the fears that increasingly beset this society; were cautious in venting their opinions and prejudices lest it jeopardize their jobs or their holding and acquiring property; considered a Republican vote and a Republican attitude a vital and important thing.

Here their strongest reaction was a shedding of their fears and of course a loss of contact with and interest in business and making money. Suddenly Republicanism ceased being a protection of a way of life. They have become more interested in good libraries, good beaches, good streets, sidewalks, police and fire protection, perhaps fishing, perhaps park games than in the tax rate and the election of a councilman they could "see."

This group of people is perhaps among the most intelligent group of independent voters in America. They pursue no hot eyed philosophy to the left; they don't swing Right to protect their "position." They like it here, perhaps want it better. They vote that way. It is doubtful that one in a hundred in this group knows the party affiliation of the mayor or councilman, or gives a hoot. (Which, incidentally is the position of this writer.)

They join clubs, go to meetings, write letters to the editor, circulate petitions, play bridge with their neighbors, dance at the Coliseum, drink an awful amount of beer.

The second group do, to a similar or less degree, some or many of these things. But unfortunately they bring their political stance with them, close their minds, take not the slightest interest in local affairs, read daily papers only sketchily, skip most of the stories reporting local affairs, don't hobnob with their neighbors, gossip, gab, visit. Lastly they march into a voting booth come election day and that second row of levers goes click, click, click, the handle swings the curtain back and they march out with an air of righteous satisfaction, looking (or thinking) neither to the right or left, and go home.

In Pinellas County as every active informed politician knows, any Republican candidate starts election day with a lead of about 30,000 votes, and he is pretty lack lustre or his opponent is a Genung or a Christian (present sheriff and former County Superintendent of Public Instruction) or there is a certain amount of both elements present, or the Republican gets elected.

There is a considerable validity to a person voting rigidly Republican or Democratic nationally, because there are in the main two clear cut philosophies as

to what is best for the country or world. Statewide there is a certain validity but less than at the national level. Locally there is almost no validity to straight party voting. A good sewer system couldn't tell the difference between a Republican or Democrat to save its sewage disposal plant. A good road is a good road. A poor road is the result of insufficient money, poor engineering or corruption.

Local government is a matter of integrity, experience, ability, a sense of responsibility to and a love for people. To select wisely the men to deliver good government the voter, to cast a wise vote, must know what's needed, which of the men offering to deliver are best qualified.

"Now, in Ohio, we did it this way," doesn't fill the bill.

And there you have a report of the composite St. Petersburg; a good solid citizen, law abiding; fairly prosperous; well educated; from ethnic background traditionally Democratic . . . Maybe too liberal minded, maybe a bit provincial, maybe a bit slack in his civic and political responsibilities. But where will you find 200,000 — on average — better people?

Chapter XXXVI

YESTERDAY, TODAY, AND TOMORROW

"Yesterday is interesting, Today is important, Tomorrow is exciting."

This "quotation" is a favorite saying of this writer when he has on occasion to make a speech about local or Florida history. And the words are particularly appropriate, it would seem, to open the last Chapter of this story of a great City.

This account obviously has dealt largely with the past, then a much shorter account of the current scene, which by the way, is one of the most exciting and significant periods of the community. A discussion of the future will be brief indeed.

There are in this account a few words about geological eons extending backwards millions of years. Then there were the primitive people, the colorful violent days of the Spanish conquistadors and the pitiful but inevitable end of a simple people before the onslaught of a greedy and more sophisticated and skillful race.

The primeval forests of this peninsula were silent and unoccupied by man, white or red or black, while the three then great nations, Spain, France and England, fought for supremacy on two new continents. When that struggle began their powers ranked as the names are given in the sentence preceding. When it ended the order was England (North America), Spain (South America), and France expelled.

The relative greatness of the two continents reflects and measures the colonizing and development abilities of the two peoples. England, shrewd and far seeing, cultivating the land to develop "trade" and manufacturing; the Spanish dazzled by the sudden wealth of unearned gold and silver, exploiting the grinding labor of near naked, bare handed unskilled people to extract more precious metal; the English working as hard or harder than their employees, the Spanish Grandee sitting in indolent luxury while overseers drove the human work animals.

During that period the scattered few who were in or near the future St. Petersburg were indeed Spanish

and French, mostly Spanish and exclusively seafarers. The Spanish sat armed in their military and maritime outpost in St. Augustine with the dual duty of guarding the treasure ships as they lumbered through the dangerous Bahama channel and holding back the land hungry English. But the English pressed harder and harder and being men of free enterprise usually won from the hired professional soldiers of Spain.

Dramatic testimony of the difference between the two is furnished by the charting of the great Bay of Tampa by the Spanish in 1757 and the English, as they briefly held Florida, in 1765. The Spaniard agent of the crown was scanning the shores for trees that would make good ships' masts and gear. The English leader revealed his thinking by printing on his chart at a point which is now downtown St. Petersburg waterfront this sentence; "This would seem a good place to make a settlement."

And once the United States had indeed wrested Florida from Spain in 1822 (several hundred of its soldiers promptly occupied and fortified Tampa-Fort Brooke) events involving people soon began to happen.

This is a logical point to make an observation. In almost three centuries of occupancy the Spanish in Florida cultivated no land, built no factories. In just under a century and a half the American genius has populated the land with over 6 million people, created an agricultural kingdom, a significant manufacturing province and a paradise for residentialism; the triplets having an end result of the creation of billions of dollars of wealth annually. This wealth in a decade will total a greater value than the billions of value in gold and silver bullion the Spanish squeezed from the land and people in a continent in three centuries, and the people at the end as impoverished and enslaved as at the beginning.

The explanation for this? The answer comes in two parts. It is to be noted that the first garrison that occupied Fort Brooke, which was to become Tampa, numbering some 300 men, and recorded on its muster

rolls men born in 28 different nations or countries. There was a merger and an amalgamation in this land of the cultures and skills and ambitions of the strongest and bravest and most skilled representatives of all of these varied peoples.

The other part of the answer is the part design, part accident of a constitution for these people which spelled out — for the first time in the history of all the peoples of all the world — these two principles; a democratic government in which the leaders of that government were to serve with limited powers and only with the consent of the governed; and a stipulation that opportunity and right existed for all so that each could, without let or hindrance from government or his neighbors, form his own concept of a supreme being and worship that being in his own way.

The flood of Americans into St. Petersburg and Pinellas was halted for four decades first by the shackling hand of human slavery, and then by the destructive weapons of war. But under the flag of the United States a slave never lived in St. Petersburg. The first Negro couple to live here were born slaves but settled on Tangerine Avenue as free people.

Wealth and numbers and education in America had reached a point by the 1890s allowing the first trickle of winter visitors to start. The trickle became a flood when Dr. Van Bibber discovered the great climate of the sea and air and land of this peninsula, and the resultant health for humans, and F. A. Davis trumpeted that fact to a listening world and led the way here himself.

Now 200,000 strong, a great and sturdy people live here in comfort and happiness as part of a nation which has accumulated the greatest wealth, the most widespread education, the greatest freedom which has ever blessed a people.

So, one question remains: What are these people and the inevitable floods of many, many times more who will flow into this land, going to do with their time and their minds and their bodies? Experts who appear to know what they say predict that by the year 2000 a minute percent of the people in absurdly few hours a year can produce all the material goods the multitude can use. What will a metropolis, already dedicated and geared to retirement and recreational preoccupation, become?

These same experts who talk as if they knew, claim that since the year 1900 the human race in skills, science, processes of living, solution of the mysteries of Life and Matter has marched further than it had in all of the thousands, maybe tens of thousands, of years of civilization that went before.

There is no slightest reason to believe anything other than that the human race from now will develop and invent and change and grow at a faster and faster rate. What will St. Petersburg be like when children and young people now alive and here approach the end of their years?

How will the human mind occupy and satisfy itself? Will fishing and playing shuffleboard and reading

in a public library, listening and viewing radio and TV, going to community and group meetings, viewing and listening to non-participating things be enough?

The answer is obviously no. What then is the answer? In a search for a word one can come up only with the word "culture." Which raises other questions; what is culture? And what will it become?

Among other things culture now consists of things that please and interest the mind, the eye, the ear, the sense of taste and activate the tongue. So let us review briefly the history of culture in this community to this good year 1970 and then one final paragraph and this story is done.

In the early days there were picnics, self made plays, "sings," "going to Church," essay contests in schools, Literary societies, sewing circles, and such, mostly by the women. The man sat or stood uneasily around the edges or just plain fled to the benches in front of Lewis' Hardware Store or Budd's Drug Store and smoked and maybe nipped, and bragged, went fishing, shot game, sailed boats, and talked politics and personal gossip.

Perhaps the first formal, conscious step into an age of culture was the St. Petersburg Art Club started by Mr. and Mrs. J. Liberty Tadd, of Philadelphia, two charming, gracious educated people, he a distinguished artist. This first art society lived fitfully and feebly with a handful of devotees, but it lived.

Mr. Tadd started an art school, had precious few pupils. His school and the art club were housed in a building at the northeast corner of Beach Drive and Second Avenue North. The building at first was an unfinished skeleton that had been started as a local branch of a national movement to form Women's Clubs. Money was raised by sale of subscriptions to a newspaper which was to become a national voice of emancipated womanhood. It was one of these mushrooming things; you get three subscribers and your subscription is free, with the local club getting a percentage of the money for the three subscriptions and these three get three more each and those nine get twenty-seven, and so on. Unfortunately the inevitable collapse came with the local club building not completed.

Eventually the Spanish-American War Veterans were joint occupants of the building, which caused problems. The building was a sturdy one, two story, hollow tile and was eventually finished. It was demolished when the present Museum of Fine Arts was built.

From this beginning have sprung numerous art clubs, each with a different purpose, but all of them stressing education, learning to paint for one's own pleasure and amusement — and nurturing many who have since become truly professional artists in their own medium.

Now, after fifty-two years, the Art Club is planning to establish an Art Center for all the Art groups in South Pinellas County. In order to function properly it has become necessary to completely revise the charter and by-laws. For the first time in its history the Art

Club has elected a nine-member board of Directors of prominent businessmen and women. Not one is an artist, but they are very much interested in the future plans of the Art Center. They will give of their time and counsel to assist in providing the community a long needed place for the learning and working artists of our area. These people composing the Board of Directors are Mesdames Paul G. Hansel, Robert A. James, C. W. Nelson, and Messrs. Thomas Dreier, Howard Anderson, Thomas Thompson, Jr., Edward Turville, Irving Schon, and Glenn L. Velboom. Paul W. Berner is the president of the group working to set up functions and plans to raise funds for the Building Committee.

The officers for the Art Center Board of Directors are Paul N. Berner, President, Ernest J. Tartlet, 1st Vice President; William M. Aikman, 2nd Vice President, Mrs. Kathryn Cooke, Treasurer; Mrs. Janet Turville, Corresponding Secretary, Mrs. Marie Olsen, Recording Secretary. The Art Center of St. Petersburg will provide an exhibition hall, studios, class rooms, art supply store and offices. The young aspiring artist as well as the amateur and professional artist will have a comfortable and proper home in which to work so that the people of our city may enjoy the fruits of their labor.

At the time of formation of the Art Club it was the only out and out frankly cultural organization other than the various groups interested in singing and music. The history of these organizations are reported in the special report on Clubs.

Local reaction was almost non-existent but what little there was, was hostile or derisive. But there was a small group of artists and efforts were made to have teaching courses and there was a street show or two. Exhibits of a number of national artists were held and a few of their works sold to remain in the city. This writer bought several, which he prized highly; was happy to find during the evil days of the Nineteen Thirties that they maintained a much higher re-sale value than the considerable area of land he then owned.

He ate most of them up. But three he did not, would probably actually have gone hungry before he did. They were paintings by the lovable George Inness, Jr. of Tarpon Springs. Inness, Sr. was one of the "greats" of a previous era. Mr. Inness and this writer met because the latter was president of the Art Club.

This writer had been warmly pleased to be elected to that post, was pleased but a bit mystified that his artistic leanings deserved such recognition. Somewhat later disillusionment came when it dawned on him that the "honor" came because at the time he was in the chips and the Club needed an angel, and he had been chosen. But it was a fine investment and would have been for the single reason of the George Inness friendship.

Mr. Inness invited intimate friends to a private showing of a batch of pictures at his home in Tarpon Springs. Prices marked on the items started at \$1,000 and reached as high as \$2,500. This writer eventually

bought a couple of them. But for the moment he was standing in front of a painting depicting a wooded country lane, a simple humble home back in the forest, the rays of a fast setting sun.

Mr. Inness came and stood quietly along side the viewer for a considerable time in complete silence. Finally he asked quietly; "Why do you like that picture?" The writer replied:

"Mr. Inness, there is a little boy about five or six sitting on the ground singing. He has picked some of the flowers growing there. The sun is warm and the sky is clear and blue, birds are singing. He is very happy. He is waiting for his father who is over yonder showing those people an orange grove.

"Over there in front of that cottage there is a very old couple leaning against a wooden gate and peering at the little boy, and they are smiling because the little boy is happy and singing, and they are glad to be reminded that they too were young like that once. And that little boy is me."

Mr. Inness turned hastily and walked down the hall and stood a while and then came back. There were tears on his cheeks and his voice trembled. "Walter," he said, "You have made me very happy. I want to ask you a great favor. I want you to accept that picture as a gift from me."

"Why, Mr. Inness, you can't afford to do that. The price tag is \$2,500." He laughed.

"Mrs. Inness is a very wealthy woman, and I have ample means. We all love to be appreciated. I love to paint. I want to feel that other people appreciate and see the beauty I try to create. The only way I can be sure is to take from them that which most hold most dear, their money. If they pay me I know I am appreciated. You have shown me how you feel. Please accept the picture."

This writer did, still has it.

One day this writer asked Mr. Inness his definition of art. We had heard a dozen, as have you, has heard many since. But here is what the old artist said:

"Art is anything that in the mind or eye or ear of the recipient creates a pleasurable emotion."

Ever hear a better one?

During the years interest in art, music, theater, beauty of grounds, and enjoyment, preservation and organization of the myriad of outdoor activities, particularly boating, has spread and brief reports on the principal elements of that spread of culture as now functioning in the community will follow.

First, a report on that splendid flowering of pictorial art in the form of the Museum of Fine Arts.

"Our St. Petersburg Museum of Fine Arts would not now (or perhaps ever) exist were it not for the courage and munificence of Margaret Acheson Stuart who conceived the idea of an art museum for St. Petersburg and, in 1961, with the assistance of leading local citizens and the counsel of Harris K. Prior, then Director of the American Federation of Arts, formed a non-profit corporation to help her vision take tangible form. Mrs. Stuart became President of the Museum corporation and not only established an endowment

fund for operations with a gift of most generous proportions, but made a substantial initial contribution toward construction costs of a new building." (From Catalogue of the Exhibition. Feb. 7—Mar. 7, 1965.)

The twelve original trustees were: Mrs. Acheson Stuart, Mr. Charles W. Mackey, Mrs. Peter Sherman, Mr. Barr Rimer, Mr. Howard A. Acheson, Mr. Rollin Bleakley, Dr. Michael Bennett, Mr. H. W. Holland, Dr. William H. Kadel, Mr. Oscar R. Kreutz, Mr. Albert Roberts, Jr. and Mr. Weyman Willingham. Oscar R. Kreutz was Chairman of the Museum Building Committee.

The land for the Museum having been donated by the City of St. Petersburg, the Museum was granted tax-exempt status as an educational institution. The Museum opened its doors to the public on February 7, 1965, with an exhibition valued at \$3,000,000, from outstanding museums throughout the country. The current art inventory, including donated and purchased art works, is in excess of \$75,000, and is constantly being enlarged by generous contributions and by acquisition of valuable art works by the staff under the able direction of the Director of the Museum.

Rexford Stead, the Museum Founding Director, in a speech in 1963, quoted Dr. Robert Redfield, formerly of the Atomic Energy Commission:

"Over and beyond the eating and the sleeping, the mere living and dying one after another, the spirit adds, invents, creates what is better than what was before. We are a thrust upward amid dangers and darkensses of our own making.

"We have no promise from the universe that we shall survive.

"We live for the growing of the human spirit, and, in spite of all, we strive toward that growth, up to the last moment of possibility."

When the Museum was opened, Mr. Rexford Stead, the Founding Director gratefully acknowledged the deep indebtedness of all the staff of the Museum to Horace H. F. Jayne, Advisory Curator, and to those volunteers who helped prepare the catalogue material. The volunteer researchers included Miss Mary Bernheisel, the Mesdames Joseph Lowe Goodman, Royce Kilpatrick, James A. Knowles, William H. Mills, Jr., William J. Mills, Hannes K. Mittermayr and James G. Mixson. Research activities were most effectively co-ordinated by Mrs. David Ryder Kenerson. Encouragement and real support was offered by Howard A. Acheson, Elizabeth and Calvin Vary, Henrietta and Nelson Poynter.

Cezanne said, "I want to re-create Nature, not as a defiant dissident, but as a man whose view of reality is an inner experience that becomes, thanks to the vehicle of an art museum, our joy to share."

For the many talented artists who make their home in St. Petersburg, the Museum continues to be a source of great inspiration, and for all of us it is a place for reflection on timeless treasures of beauty — for enlarging our horizons, and for the comfort and the elevation of the human spirit.

I —

If I had two loaves of bread
Would sell one
And buy a hyacinth
To feed my soul.

Thought

— from the Koran.

A love of books is, of course, a mark of a wise and educated man. Cynics say that the modern world does not take time to read. Not true, because American publishers pour out the greatest stream of books in the history of the world. People buy them. Certainly most are read. The elderly can naturally travel the world vicariously in the pages of books.

St. Petersburg is a great book town. Straub was the pioneer starting the original downtown Carnegie library, but Tom Dreier, 701 Brightwaters Boulevard, is the modern Moses, the pied piper who led the way to a third great monument and temple of culture of the City, the new municipal library at 3745 Ninth Avenue North. The story is an inspiring one, demonstrating what a person with a good idea, energy, persuasion and leadership can do. A resident here since 1929 Tom Dreier, now comfortably past 80, still more active and more effective than many men half his age, more than any other person, is responsible for the Library.

The first St. Petersburg Public Library was built in 1916, in the heart of the city on Mirror Lake Drive at the intersection of Fifth Street and Third Avenue North. At that time, St. Petersburg had a population of about 10,000.

In 1946 Miss Hilda Glaser became Director of the Library. After surveying the inadequacies of the library facilities, Miss Glaser recommended that it was time for St. Petersburg to follow the example of many other communities seeking better library services and organize a group of citizens to be known as the "Friends of the Library."

Friends of the Library was organized on April 11, 1947, after hearing Miss Glaser's review of the need of the library and City Manager Sharpe's description of the library as "one of our disgraces." Mr. Thomas Dreier was chosen to head the group and has been ever since foremost among the Friends. Officers selected at that meeting were: President — Thomas Dreier; Vice-President — Mary Newell Eaton; Secretary — Mrs. R. H. Sumner; Board Members — Mr. George C. Robertson, Rev. James F. Enright, Mrs. W. L. Harbin, Mr. Al Ady, Mrs. Robert Bowers, and Mr. U. C. Barrett.

The group announced to the newspapers their purpose; helping individuals and organizations concerned with mental and spiritual growth of the city; encouraging more effective use of the library; planning expansion of library facilities. A corporate charter was granted the organization in 1949, allowing it to receive gifts and legacies for the advancement of the library.

The first achievement of the Friends of the Library was to interest the Junior League in a new community project — namely, a Bookmobile. The Chairmen of

the Junior League Service Project were Mrs. J. Howard Gould and Mrs. A. B. Fogarty. In February, 1949, the Junior League presented the city with its first Bookmobile and also volunteered their members to help staff it with Mrs. Charles L. Farrington, Bookmobile Chairman. The Bookmobile was in constant service until replaced by a new Mobile Library trailer in December 1962.

The first Bulletin was published January, 1948, with P. K. Smith & Company as sponsor and it kept the public alerted to the doings of the Friends. The November, 1949, issue carried this headline: "Is it Any Wonder Our Library Is Bulging?" It gave the following statistics: Same library building erected in 1916 with \$17,500.00 grant from the Carnegie Corporation when the population was about 10,000; in 1949, the population 102,000. So, the second large project of the Friends began. The Action Committee of the Florida Library Association, headed by Dr. Louis Shores, made headlines with their report on the sub-standard quality of public library service in St. Petersburg, thereby jolting City Council into action. But, in spite of pressure from the Friends of the Library, it was seven months before City Manager Ross Windom requested an appropriation to build a new wing on the old building. William B. Harvard was retained as architect. On November 7, 1950, City Council appropriated \$60,000.00 for the new wing and enclosing the garden which had originally been developed by the Garden Club.

As City Council had only allowed building funds in their appropriation, the Friends of the Library organized a drive to furnish the new wing. Mrs. C. Perry Snell started the fund with a check for \$1,000. In 1952, Edward J. Boyle left the Friends a bequest of \$9,000 which was used to create an outdoor reading room named in his honor. Further expansion and enclosure of the area was made possible through a gift bequest from the Virginia Irwin Estate. In 1956, Mrs. Mary Bergman left one-eighth of her estate to the Friends of the Library. Since no specific purpose was designated, the monies were placed in fund for further use. Mrs. Bergman's first husband was Billy DeBeck, creator of the comic strips Barney Google and Spark Plug.

Mr. DeLyle P. Runge, who had replaced Miss Glaser as Library Director in 1953 reported that engineering personnel had called on the library for technical and business information. He wrote:

"With its large retired population, with its growing thousands of school-agers, and with the influx of highly technical new industries, St. Petersburg should boast one of the outstanding public libraries in this country. Actually, our present library falls short of every standard set up as minimum by the American Library Association except one. That is usage. This popularity of the library is reflected by the large number of people who daily make use of its facilities."

In 1954 City Manager Windom presented Council

with a long-range plan, — "Blueprint for Tomorrow" giving locations for parks, library site, and branch libraries. In the June 9, 1956 St. Petersburg Times, he made this announcement: "The City Council at its last meeting authorized the purchase of . . . six acres on Ninth Avenue North and 37th Street. The site would appear to be well located for a main library. A main library is badly needed. The existing library would serve as a branch, when the new library is complete and in service." Our "Blueprint for Tomorrow" also suggests five branch libraries to serve our ultimate population. City Council began discussion of a bond issue to finance a new library building. Mr. William B. Harvard was asked to draw preliminary plans for a new Main Library. The Friends of the Library paid \$2,000 for architectural fees. In the 1957 bond issue \$800,000 was requested for the library. The people voted "NO" on the entire bond issue.

In 1958 a branch library was opened in the Tyrone Shopping Center. It is still in operation.

In 1960, Warren Pierce of the St. Petersburg Times, who was then President of the Friends, re-opened the subject of a new Main Library and the means of financing it.

In 1961, Mrs. Edwin L. Kelly, who had succeeded Mr. Pierce as President appointed Mrs. Randolph Strout as Chairman of the Legislative Committee to continue efforts to build a new library. Mrs. Strout did an excellent job in checking legal aspects and arranging a lease-back plan to present to City Council with Mr. Harvard's architectural plans. And, in City Council the Friends had a friend, G. Harris Graham, elected to Council in 1959, who championed the building of the new library. Warren Pierce had written "This is supposed to be 'the Soaring Sixties.' It's high time we got the library off the ground." Mr. Graham was doing his bit to accomplish this. At first he stood alone on Council in his belief that of prime importance to the City was an adequate library system. Gradually, by persistent argument and politicking, City Council under Mayor Goldner agreed to erect the new Main Library on the original site chosen by former City Manager Ross Windom, and appointed Mr. Harvard architect. After Mr. Lynn Andrews became City Manager, the lease-back plan of financing was rejected. The City Manager and City Council agreed upon a \$5,000,000 bond package to be supported by contractual payments to the City by Florida Power Corporation to finance the library and a civic auditorium. One million of this was designated to be used for construction and furnishing the Library.

In 1962, Mr. Thomas Dreier, a charter member, past president and present Chairman of the Board of the St. Petersburg Friends of the Library, gave \$20,000 to build a memorial garden on the north and east sides of the new Main Library in memory of his first wife, Blanche Nowell Dreier.

In 1963, construction work of the new library began. The plans for the Memorial Garden were incorporated into the planning and landscaping of the new building. To complete the furnishing of the Library,

the Friends presented the City with a check for \$25,000 from the funds which had been accumulating over the years for just this purpose.

On February 23, 1964, the new Main Library was officially dedicated by Mayor Goldner and Mrs. Kelly, President of the Friends. From the March 1964 Bulletin of the Friends of the Library:

"The new Library is the result of 17 years of campaigning on the part of the Friends. It is not, however, the end result desired. Our work is still unfinished. Our next project must be adequate branch libraries. Fortunately, City Manager Lynn Andrews and the creative planning board have such branch libraries on their city development schedule."

So, the Friends have been once more working to have adequate funds available when the new branch libraries are built. In the meantime they have given the library system, either collectively or individually, much equipment and many books that the budget from the city fails to cover.

Membership in the organization is growing but requirements remain the same, the purpose is currently stated:

"The purpose of this Association shall be to promote the welfare of the Public Library system in the St. Petersburg and Pinellas County area; to develop and improve all library and cultural facilities within the area; to provide a forum for educational and cultural projects. A further objective shall be to provide perpetual guardianship for properties, real or personal, donated or bequeathed to the Friends of the Library Incorporated for the benefit of the library or for the promotion of its objectives."

Dues have never been increased and are as follows:

Individual	\$1.00
Contributing	\$5.00
Family	\$2.00
Sustaining	\$10.00
Life Membership	\$100.00

Programs today have continued to maintain their variety and cultural content.

They are held the fourth Tuesday evening in September, November, January and March at the International Club, 145 Fourth Avenue Northeast. They are dinner meetings open to the public. The May meeting is the annual meeting and is held at the Princess Martha Hotel.

The most heartening evidence of a growing culture, an awakening interest, a community support is furnished by Bayfront Center. Opening March 8, 1965 this institution has been an unqualified success from its opening day from a cultural and entertainment standpoint. True, it shows deep red ink on its

books — practically every such institution in America does — but the books balance with broad black ink in the richness of contribution to the mind and spirit of the people.

The greatest asset of the Center is its director, Mr. Henry Draper originally from Ohio, but in a varied, balanced and successful career in the fields of entertainment, music and the arts, he is of the world. He has been a successful manager from the dollar standpoint, he knows the entire talent field nationally. He is a rare combination; a cold, trained mind as to money, keen judge of talent, the right enthusiastic, sympathetic temperament for handling temperamental artists.

His testimony is the most valuable comment this writer heard in his research for this chapter. What he said in substance was this:

"From the beginning," said Mr. Draper, "I planned to mix just plain money making engagements, as far as was financially sane with features that would make a contribution to the culture of the community and no never mind the balance sheet. The results have been gratifying. I almost daily see convincing evidence of a growing appetite in audiences for cultural programs."

and it was a gratifying thing for a loyal St. Petersburg to learn that the same performance by the same troupe in consecutive appearances at Tampa and St. Petersburg will invariably register more heavily at the box office in this community; sometimes as much as two to one.

For the upsurging army of children and the young, which well can transform the city, the primary appeal is the outdoors. They have a wide world, if they choose to look. Our wonderful year round climate stimulates everyone to participate in outdoor sports. And St. Petersburg is the best base in the State from which to operate. Tampa Bay, one of the great bays of the world, the gently deepening Gulf are perfect starting stages. Not only do the teen-agers search the seashore for shells, build camp fires on the seashore, fry freshly caught fish on the Beach, sail the bays and inland waterways, cruise in motor boats — not only the teen-agers, but everybody. Who gets too old to walk the seashore, to fish off our numerous bridges and cat-walks and piers that are built just for the fishermen? Who gets too old to play ball? You have to prove you are seventy-five years old to join one of our Senior Citizen ball teams.

There are marine ways all over the place to house the yachts. The smaller boats are in the garages at home. Classes conducted by the St. Petersburg Power Squadron are in session the year round. It costs little to take the courses, because the instructors give of their services. The first course is recommended for all who own even a small boat. After that, you can keep on taking courses until you learn about marine engines, the weather, the navigation by compass — even by the stars.

You can spend a fortune going fishing in your own

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ST. PETERSBURG
LIBRARY

yacht, or you can go fishing for a dollar with an instructor offering his services at the bait house. Either way, you may catch a fish so big you can't bring him in alone.

The youngsters go camping on the numerous islands, curling up to sleep in sleeping bags by the camp fire. And the men, when the hunting season is open, can be seen camping in tents, in trailers, living on week-ends in their "second home" close to the hammocks and the Game Conservation areas. If one camps in the Everglades swamp during the hunting season, one has to sleep in a hammock for protection and keep the fires burning all night. If one camps during the flowering of the wild orchids, some just go to look at the scenery. George Espenlamb has been a favorite guide for many years, and he, or other guides provide as a conveyance through this ancient land a truck constructed with airplane tires and chains — because the "roads" through the swamp are the waterways!

American and snowy egrets whiten the skyline as they fly away from the marsh. By using binoculars one can get a close view of a Mexican Eagle (Audubon Caracara.) This magnificent specimen with its yellow head, wingtips and yellow tail can be seen feeding in the fields. Alligators were once so plentiful in Fish-eating Creek that one could walk across the creek on their backs, it has been said. Alligators are still protected by law in Florida because they are an aid to fish life. They feed on gar fish which prey on edible fish, and they dig holes in dry weather, helping fish to survive a dry season. In the Devil's Garden area, can be seen the writhing, red-brown, twisted branches of the gumbo-limbo tree — the last tree to go down in a storm and which is found nowhere in the world save

in this southern camp.

What does one eat in the swamp? Wild grapefruit, the bitter orange which the Indian uses as medicine, wild life — and for the vegetable dish, swamp cabbage! Cut the palm fronds one at a time, peel them off of a Sabal Palm, then finally cut down the tree, take out its white heart, stew it over the camp fire adding only salt and a few slices of bacon — and you have a feast.

A hammock is a place in the swamp dry enough to pitch a tent, and swing the hammocks for sleeping between the trees. After a week-end, one is back in St. Petersburg in time to go to the office, or to school, on Monday morning.

Many people live on boats the year round in the St. Petersburg area. And it never gets too cold to spend the week-end on a small boat. Put the fishing lines out, and curl up on the deck to sleep until you catch your breakfast.

In St. Petersburg you don't watch somebody fish. You fish yourself.

So there you have your fair city; a group of 200,000 people with more potential than performance up to this point. But there is a leavening, a stirring, signs of an awakening new day. In the wasteland of mediocracy there springs up here and there timid but promising plots of green grass, clusters of blossoms, vistas of beauty, a look and search for a richer tomorrow.

Located on the chosen spot of all in this blessed state, man has laid out the bones and skeleton of what can be a great city. There is less of confusion, clutter and fewer outworn, ugly buildings crying for the bulldozer than in any major city in the state, save perhaps Orlando.



F. A. Davis, the visionary man, who first visualized St. Petersburg as the kind of city it is.



Peter A. Demens. He brought the Iron Horse. He named St. Petersburg.



J.C. Williams. He filed the revised plat of St. Petersburg and named the Detroit Hotel.



Mrs. Katherine B. Tiffetts. A founder of Pinellas County Boy Scouts, inspired making city limits of St. Petersburg a bird sanctuary and led innumerable other civic projects.



Jacob S. Disston, Philadelphia saw manufacturer, financed F. A. Davis and many other St. Petersburg enterprises.



John A. Bethell. Pre-Civil War settler, boat builder, fisherman, historian.



Henry W. Hibbs. Early large scale fish dealer.



Sam D. Harris. Great churchman. An early state senator.



T. (Turner) A. Chancellor. Leading pioneer banker.



A. (Alfred) F. Thomasson. Early banker, political leader, city manager.



John N. Brown, mayor, banker, county clerk, builder of Suwannee hotel.



E. H. Tomlinson, early generous benefactor, particularly in the field of education.



Roy S. Hanna, first prominent Republican leader in St. Petersburg and an early postmaster.



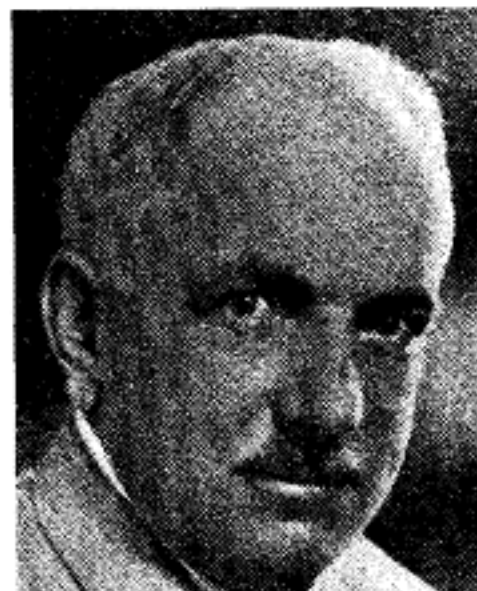
A. R. Welsh. Early Republican organizer and a state senator. Built Hall Building.



Noel A. Mitchell, one of three early spectacular mayors. Innovated the once famous Green Bench. Land developer.



Albert F. Lang. Mayor. Brought major league baseball to St. Petersburg. Hence Lang Field ball park.



Frank Fortune Pulver, famed bachelor mayor of city. Briefly ran a daily newspaper.



A. P. Avery, Bank President, behind the scenes politician.



D. (Dave) W. Budd. Great sports fisherman (Tarpon) and hunter. Budd's drugstore headquarters for the sporting set.



Albert J. Whitted. World War I Navy flier. Gave name to Albert Whitted flying field.



Robert C. Smalley, pioneer sports flier.



E. E. (Edward) Naugle, an early notable editor of the St. Petersburg Times.



J. Harold Sommers. Founded and published the Tourist News.



Herman A. Dann, town leader. President State Chamber of Commerce.



Charles R. Carter. Built Bee Line Ferry across Tampa Bay, County Commissioner.



Eugene M. Elliott. Flamboyant promoter who financed the Gandy Bridge.



I. M. (Handsome Jack) Taylor, developer of Pasadena and builder of Taylor Arcade.



Soren Lund built city's first big modern hotel, the Soreno.



A. (Abe) C. Pheil built Pheil hotel. Early dredger and filler.

Special Report I

THE PEOPLE AND THEIR MONEY

In order to present a picture of a community to the layman in understandable language, the writer must first arm himself with an awesome array of statistics. This writer has found from painful experience that the best way to thoroughly confuse most readers is to bombard them with a broadside of figures and statistics.

Not without a struggle, the writer resisted using the statistical tables at any great length, in fact a page or two of tabulated figures painfully gathered may be distilled into a short paragraph of interpretive facts, possibly at times a single sentence.

For the record, however, and for the benefit of those technical souls who deal in figures and tables, the rather voluminous group of statistics are printed herewith for whatever benefit they may be, but before that there is a rather brief analysis of money of the citizens of St. Petersburg as held in banks and savings and building institutions. No effort was made to estimate nor obviously could one be made to calculate the people's money in postal savings, old socks, hid in a teapot on the upper shelf or hid under a board.

The 1931 dollar was worth \$1.90 in terms of the 1957 100 cent dollar.

The 1966 dollar was worth \$.88 in terms of the 1957 100 cent dollar and the 1970 dollar \$.85.

The total of \$4,336,777.00 in St. Petersburg banks December 31, 1931 was worth \$8,230,876.00 in 1957 dollars.

The total of \$960,846,118.00 in St. Petersburg banks and Savings Associations December 31, 1966 was worth \$845,544,584.00 in 1957 dollars.

The 1967 total had grown to \$1,055,037,862.00 which was worth \$926,582,940. The 1970 total was \$1,417,014,640.66 which was worth \$1,204,462,440.00.

In 1931 the approximately 40,425 (April 30, 1930 census) people in St. Petersburg had an average of \$203.61 dollars each. On December 31, 1966 the approximately 209,000 people had an average of \$4,597.35 each. On December 31, 1970 for the 216,232

people the average was an astounding increase to \$6,646.75.

By 1957 standards the 1931 deposit of \$203.61 was worth \$386.86.

By the same measure the 1966 deposit of \$4,597.35 was worth \$4,045.67 and the \$6,646.75 of 1970 was worth \$5,649.74.

The 1966 citizen had 10.5 times as much money in buying power as the 1931 one and the 1970 one 14.7 times. So what price color TV compared to a record player or 1919 Model A Ford to a Cadillac?

In 1950 the 13,256 Social Security pensioners among the 159,446 people in Pinellas County amounted to one person in 12. In 1966 the 131,357 recipients among the estimated 450,000 people numbered one in 3.4 persons. The latest available figures for December 31, 1969 were 158,283 beneficiaries drawing \$14,775,000. a month, that being an average of \$93.47 per month each. It's more and higher now. In 1951 they drew an average \$40. monthly, 1966 it was \$78.64; total for 1966 \$123,964,572.00.

About 29.5 per cent of the 522,329 people in the County are 65 years old or older, which would account for 154,087 of the check recipients. The apparent discrepancy is explained by the fact that women now can start drawing their benefits at 62 and children under 21 attending school and living at home also receive checks and there are several other minor specialized groups on the list.

It is crystal clear that the some seventh of a billion dollars received by Federal security beneficiaries in Pinellas County annually is a terrific factor in the local economy. Each month most of that money goes into circulation very rapidly. Should any doubt that statement let them observe at St. Petersburg banks and in city stores on the third and fourth of each month. That is due to the fact that almost invariably social security checks reach the recipients on the third of the month. When the third falls on Saturday or Sunday the big stampede is on the following Monday and Tuesday.

BANKS AND SAVINGS AND LOAN ASSNS.

	Banks	Savings and Loan Associations
1916	\$ 2,240,637	
1917	3,445,676	
1918	3,899,882	
1919	4,653,419	
1920	5,928,171	
1921	9,790,445	
1922	10,076,812	
1923	16,069,307	
1924	24,177,642	
1925	46,167,038	
1926	27,410,713	
1927	21,605,300	
1928	25,258,149	
1929	15,506,317	
1930	6,344,068	
1931	4,336,777	
1932	4,616,512	
1933	5,256,356	6,150
1934	7,632,513	49,516
1935	9,453,506	228,589
1936	12,909,731	514,574
1937	12,605,783	1,312,752
1938	15,554,625	1,947,135
1939	19,172,570	2,940,927
1940	21,793,398	4,052,379
1941	22,861,145	5,805,273
1942	26,592,019	2,940,927
1943	41,239,539	4,052,379
1944	51,727,394	10,611,267
1945	62,338,661	14,544,656
1946	85,199,521	17,360,193
1947	83,913,367	22,857,457
1948	88,581,010	29,150,389
1949	91,867,397	34,927,394
1950	111,935,878	46,126,306
1951	127,015,372	54,998,079
1952	138,110,343	68,789,526
1953	136,918,438	78,049,876
1954	152,078,263	114,034,049
1955	190,083,060	150,333,811
1956	192,171,379	181,719,881
1957	221,222,170	219,052,786
1958	251,546,877	248,186,253
1959	277,108,799	300,238,871
1960	280,216,136	340,827,179
1961	330,519,340	385,482,728
1962	369,245,737	410,271,552
1963	399,965,254	441,621,674
1964	244,838,448	472,251,720
1965	485,310,167	488,255,195
1966	477,734,166	491,299,794
1967	527,447,175	537,590,687
1968	626,461,702	560,223,621
1969	644,091,415	622,343,224
1970	684,826,008	732,188,632

TOTAL MONEY

Banks \$684,826,008
Savings & Loans \$732,188,632
\$1,417,014,640

POPULATION STUDY

	St. Petersburg	Percent- age of County	Gain over last period	County	Period Gain	State	Period Gain
1890	274					391,422	
1895	308		12.4			464,639	18.7
1900	1,575		411.36			528,542	14.2
1905	2,316		47.00			614,902	16.3
1910	4,127		78.2			752,619	22.4
1915	7,186	38.2	42.57	18,814		921,618	22.5
1920	14,237	50.3	98.12	28,265	50.24	968,470	5.0
1925	26,847	51.9	88.57	51,714	83.31	1,263,549	30.4
1930	40,425	65.0	50.57	62,149	20.18	1,468,211	39.5
1935	40,856	63.2	1.06	64,638	4.04	1,606,842	9.4
1940	60,812	66.2	48.84	91,852	42.10	1,897,414	18.1
1945	85,184	65.5	40.07	130,268	41.82	2,250,061	18.6
1950	96,738	60.9	13.56	159,446	22.44	2,771,305	23.2
1960	181,298	48.3	87.4	374,665	135.3	4,951,560	78.7
1970	216,232	41.4	19.3	522,329	39.4	6,855,702	38.5

The state discontinued making a head count on the "5" years after 1945 so that the gains between 1950, 1960 and 1970 are, of course, 10 year gains instead of for five year intervals.

AN ANALYSES OF THE BANKS OF THE COMMUNITY (the whole County) ALLOW SOME INTERESTING OBSERVATIONS.

12 St. Petersburg Banks
6 St. Petersburg Satellite Banks
15 Up County Banks
33

4 only of these banks are survivors of the 1925 boom, one in St. Petersburg, three up County.

7 only 1950 or prior

15 in 1960 or subsequent.

Up County was relatively undisturbed by the 1925 boom compared to St. Petersburg.

The painful "drag" of the 1925 boom aftermath can be plainly read in all statistics dealing with money, taxes and people.

The City and County "came of age" as a metropolitan area after World War II. Had not its economy become sophisticated and widely dispersed and integrated, and had not the new Federal concept of guidance and strengthening of business and banking, which started under Franklin Roosevelt in 1933, taken place when the great post war building collapsed in 1959, the City would have done a financial tail spin into a disastrous recession.

But the economy continued to grow and mature. An evidence of that is the fact that of the 33 banks in the County over half have been started after that great construction period drastically slowed.

	1968	1969	1970
First National Bank	\$148,257,864	\$148,421,209	\$161,002,921
Union Tr. Natl. Bank	\$134,661,225	\$138,788,194	\$152,443,799
The Florida Natl. Bank	\$ 77,070,698	\$ 84,753,888	\$ 89,140,291
St. Pete. Bank & Trust Co.	\$ 72,975,999	\$ 69,475,451	\$ 58,065,264
Barnett Natl. Bk. of St.P.	\$ 47,025,000	\$ 51,135,000	\$ 44,374,000
The City Bk. & Tr. Co.	\$ 35,110,332	\$ 38,332,550	\$ 40,858,120
Central Plaza Bk. & Tr. Co.	\$ 45,536,219	\$ 35,291,044	\$ 40,302,614
The National Bank	\$ 23,333,437	\$ 28,392,115	\$ 30,661,693
Northeast National Bank	\$ 20,760,873	\$ 23,847,698	\$ 28,871,486
Liberty National Bank	\$ 14,613,076	\$ 18,521,776	\$ 22,481,722
Bank of S. Pinellas (Since Dec. 1, 1968 — First State Bank)			\$ 7,457,926
Totals	\$626,461,702	\$644,091,415	\$684,826,008

FULL SERVICE ST. PETERSBURG BANKS

Date Opened	Note	Name & Address
4-17-26	(1)	Union Trust National Bank Central at 9th
10-27-30	(2)	Florida National Bank Central at 7th (Recently moved from Central at 5th)
11-12-36	(3)	First National Bank Central at 4th
9-2-54	(4)	Citizens National Bank (Now Barnett) Central at 31st St.
9-1-55	(5)	St. Petersburg Bank & Trust Co. 9th St. at 7th Ave. No.
1-22-59	(6)	City Bank & Trust Co. 4th St. No. at 3rd
4-22-60	(7)	The National Bank of St. Petersburg 1000 Tyrone Blvd.
1-3-62		Central Plaza Bank & Trust Co. 34th & 3rd Ave. North
5-64	(8)	Bank of South Pinellas (Since Dec. 1, 1968 First State Bank) 1st St. & 2nd Ave. No.
3-6-64		Northeast National Bank 3839 — 1st St. No.
3-20-64		Liberty National Bank 3601 — 34th St. No.
6-23-64		First Commercial Bank 2100 — 34th St. So.

NOTES

- (1) Opened as Cross-Town April 17, 1926. In the fall of 1929 name changed to First Security. Reorganized and name changed to Union Trust Company in 1930. Name amended to Union Trust National Bank in 1966.
- (2) There have been three banks at Fifth and Central; the old First National and before that the Florida Bank & Trust Co.
- (3) There have been three banks also at 4th & Central; The Central National, then the Southern National Bank. Name changed 11-1-40 to First National Bank. Taken over by Jim Walter in August 10, 1959.
- (4) In 1966 in a major ownership and reorganization the stockholders and officers of this bank and Union Trust National Bank became largely the same. J. Edwin (Eddie) Bryan was President of each. The Barnett Bank of Jacksonville recently bought the Citizens, changed the name to Barnett.
- (5) The first successful bank in St. Petersburg at a non-central Avenue location.
- (6) Started by T. G. Mixson, who had been President of the First National Bank at Fourth and Central.
- (7) The City's first truly suburban bank.
- (8) Started as an Industrial Bank by George M. Nicholson, bought by Harry Playford in May, 1964 and reorganized as a full service state bank. Closed Feb. 17, 1967 by the State; taken over by First National Bank interests and opened as the Bank of South Pinellas, Feb. 20, 1967. Since Dec. 1, 1968 First State Bank. The First State Bank (renamed) recently moved to 66th Street North and another is building in the 400 Block on 34th Street South.

BANKS OF SATELLITE COMMUNITIES

Formed		Dec. 31, 1967	Dec. 31, 1970
7-28-48	(1) 1st Gulf Beach Bank & Trust 7500 Gulf Blvd.	\$38,458,770	\$28,925,226
11-1-50	(2) Madeira Beach Bank 14905 Gulf Blvd.	19,523,398	24,993,097
7-1-58	First Park Bank 5100 Park Blvd.	8,116,511	12,503,870
12-15-60	(3) Bank of Seminole 7700 Seminole Blvd.	6,763,824	12,800,295
12-19-62	American Natl. Bank & Trust 1075 Pasadena Ave. S.	15,264,735	27,336,743
4-4-64	(4) First Bank of Gulfport	8,869,019	10,624,748
		<u>\$98,706,209</u>	<u>\$117,183,979</u>

NOTES

- (1) Occupies a building built by the flamboyant W. D. McAdoo for a bank in 1921, but not used as such until 1948. McAdoo kept a very large and choice selection of alcoholic beverages in the vault.
- (2) Similar ownership and management as the First Gulf Beach Bank. Many depositors moved to Madeira Beach bank when it opened.
- (3) Seminole Boulevard is better known as U.S. Highway 19-A.
- (4) First Gulf, Madeira Beach and First Bank of Gulfport are affiliated. J. Lee Ballard, Henry S. Baynard and R. Vernon Eckert are directors of all three, each being Chairman of one Board and Ballard is President of the First Gulf.

ST. PETERSBURG SAVINGS & LOAN ASSOCIATIONS

	1968	1969	1970
1st Fed. S & L.	\$342,245,518	\$366,288,303	\$420,741,850
Home Fed. S & L.	\$ 95,482,596	\$120,465,938	\$155,612,742
St. Pete. Fed. S & L.	\$ 65,597,088	\$ 70,041,358	\$ 74,946,495
Security Fed. S & L.	\$ 30,978,382	\$ 36,958,146	\$ 41,215,157
Franklin Fed. S & L.	\$ 11,103,370	\$ 15,765,337	\$ 20,037,617
Guaranty Fed. S & L.	\$ 15,016,666	\$ 14,982,268	\$ 19,634,770
Total	<u>\$560,223,621</u>	<u>\$622,343,224</u>	<u>\$732,188,632</u>

The First Federal was the first one chartered in Florida, the third in the nation. Except for an inadvertence it would have been number one nationally. It and Home Federal have branches outside St. Petersburg City limits whose deposits are counted in the parent totals.

FIRST FEDERAL SAVINGS & LOAN ASSOCIATION Pioneer and Leader

December 31, 1933	\$ 6,150.00
1934	49,516.00
1935	198,549.00
1936	389,760.00
1937	869,298.00
1938	1,317,895.00
1939	1,958,568.00
1940	2,367,070.00
1941	3,049,500.00
1942	3,789,926.00
1943	4,602,862.00
1944	6,365,571.00
1945	8,362,040.00
1946	9,944,655.00
1947	13,165,764.00
1948	17,775,984.00
1949	21,097,730.00
1950	26,001,902.00
1951	30,442,329.00
1952	36,801,353.00
1953	42,065,875.00
1954	66,383,306.00
1955	93,271,166.00
1956	117,336,225.00
1957	139,929,254.00
1958	161,340,441.00
1959	195,140,081.00
1960	220,767,823.00
1961	245,116,918.00
1962	256,771,845.00
1963	271,867,697.00
1964	289,632,367.00
1965	301,118,197.00
1966	297,732,374.00
1967	330,512,655.00
1968	342,245,518.00
1969	366,288,303.00
1970	420,741,850.00

UP COUNTY SAVINGS & LOAN ASSOCIATIONS

	1968	1969	1970
1st Federal of Clearwater	\$94,733,287	\$113,592,669	\$136,275,014
Clearwater Fed. S. & L.	\$82,666,413	\$101,734,212	\$123,120,991
1st Fed. of Tarpon Springs	\$38,777,692	\$ 50,145,323	\$ 71,132,825
1st Federal of Largo	\$29,179,720	\$ 41,978,523	\$ 53,839,369
1st Fed. S. & L. Dunedin	\$12,573,444	\$ 17,185,434	\$ 21,479,045
Totals	<u>\$257,930,558</u>	<u>\$324,636,161</u>	<u>\$405,827,244</u>

UP COUNTY BANKS

	1968	1969	1970
Bank of Clearwater	\$ 89,606,647	\$ 91,910,781	\$ 97,335,208
1st Natl. Bk. of Clearwater	\$ 63,196,278	\$ 67,575,472	\$ 72,700,951
1st Nat. Bk. & Tr. of Dunedin	\$ 44,263,244	\$ 45,908,894	\$ 49,860,441
City Natl. Bk. of Clearwater	\$ 32,085,071	\$ 38,916,588	\$ 38,224,479
Pinellas Centr. Bk. & Tr.	\$ 31,778,212	\$ 32,773,119	\$ 36,444,618
1st Natl. Bk. of Tarpon Spgs.	\$ 26,738,606	\$ 30,387,150	\$ 33,336,604
1st Natl. Bk. of Belleair Bluffs	\$ 20,622,248	\$ 25,134,530	\$ 27,705,502
Gulf-to-Bay Bk. & Tr. Co.	\$ 22,246,045	\$ 24,097,195	\$ 27,180,226
Caladesi Nat. Bk. at Dunedin	\$ 9,636,743	\$ 12,791,458	\$ 17,305,614
Bank of Indian Rocks	\$ 11,490,807	\$ 12,852,215	\$ 15,749,282
Second Natl. Bk. of Clearwater	\$ 12,227,996	\$ 14,612,321	\$ 15,403,951
Amer. Natl. Bk. of Clearwater	\$ 8,360,144	\$ 9,392,968	\$ 10,963,978
Mid-County Commercial Bk.	\$ 6,883,057	\$ 7,632,779	\$ 10,781,753
Clearwater Beach Bank	\$ 7,909,939	\$ 8,957,256	\$ 10,389,559
Harbor St. Bk. Safety Harbor	\$ 4,780,900	\$ 4,472,000	\$ 5,718,400
	<u>\$391,815,937</u>	<u>\$427,876,686</u>	<u>\$467,867,856</u>

ALL DEPOSITS IN COUNTY BANK AND SAVINGS ASSOCIATIONS

December 31	1968	1970
St. Petersburg Banks	\$ 626,461,702	\$ 684,826,008
Satellite Banks (1967)	98,706,209	117,183,979
St. Petersburg S. & L.S.	560,223,621	732,188,632
Up County Banks	391,815,937	467,867,856
Up County S. & L.S.	257,930,558	405,827,244
	<u>\$1,935,138,027</u>	<u>\$2,407,894,719</u>
1970	\$2,407,894,719	
1968	\$1,935,138,027	
Dollar Gain	\$ 472,756,692	
Percentage Gain	24.43	

ASSESSED VALUATION CITY OF ST. PETERSBURG Real Estate, Railroads and Personal Property

		Non-Exempt	Homestead Exempt
1920	\$ 23,738,220.00		
1921	31,696,735.00		
1922	40,528,659.00		
1923	52,626,077.00		
1924	68,335,177.00		
1925	106,437,626.00		
1926	157,652,447.50		
1927	161,873,412.00		
1928	149,251,760.00		
1929	143,617,020.00		
1930	135,668,750.00		
1931	127,552,726.72		
1932	89,550,649.00		
1933	86,143,895.00		
1934	84,410,553.00		
1935	70,826,846.00		
1936	67,143,957.00		
1937	68,959,164.00		
1938	75,730,860.00		
1939	77,381,479.00		
1940	80,910,125.00		
1941	83,986,953.00		
1942	86,722,132.00		
1943	86,423,604.00		
1944	85,957,611.00		
1945	101,441,767.00		
1946	104,767,096.00		
1947	132,534,536.00		
1948	144,816,087.00		
1949	158,000,808.00		
1950*	164,982,627.00		
1951	258,716,738.00		
1952	276,604,574.00		
1953	296,730,909.00		
1954	319,034,522.00		
1955	339,777,149.00		
1956	364,730,775.00		
1957	417,827,387.00	239,728,467.00	178,098,920.00
1958	454,535,341.00	260,795,991.00	193,739,350.00
1959	488,982,327.00	280,597,647.00	208,384,680.00
1960	528,329,088.00	305,616,168.00	222,712,920.00
1961	553,559,896.00	321,024,326.00	232,535,570.00
1962**	749,585,788.00	500,479,418.00	249,116,370.00
1963	758,564,310.00	504,910,920.00	253,653,390.00
1964	776,452,810.00	520,343,650.00	265,109,160.00
1965	795,759,047.00	536,744,867.00	259,014,180.00
1966	810,169,608.00	546,986,488.00	263,183,120.00
1967	840,679,702.00	573,676,212.00	267,003,490.00
1968	871,832,171.00	601,086,321.00	270,745,850.00
1969	920,192,034.00	641,367,324.00	278,824,710.00
1970	955,357,580.00	672,026,020.00	283,331,560.00

*In 1950 the County took over assessing, levying and collecting ad valorem taxes for St. Petersburg and all other political units under a special or local legislative act.

**In 1962 the County reassessed all land, theoretically to a 100 percent value, hence the big jump.

**AD VALOREM TAX COLLECTION CHRONOLOGY
CITY OF ST. PETERSBURG**

Year	Total Amount of Tax	Current Year		% Eventually Collected
		Amt. Collected	% Collected	
1928-29	\$ 2,104,664.46	\$ 1,681,387.94	68.93%	
1929-30	1,651,356.53	1,541,394.53	73.00%	
1930-31	1,888,395.30	1,505,639.41	66.55%	96.36 ¹
1931-32	2,613,895.43	1,498,273.86	54.75%	94.85 ¹
	(15 months)			
1932-33	1,450,314.76	681,818.42	48.78%	97.15 ¹
1933-34	1,302,849.43	859,099.91	63.69%	97.14 ¹
1934-35	1,410,041.26	945,988.47	68.92%	97.14 ¹
1935-36	1,413,281.66	958,699.67	70.96%	96.74 ¹
1936-37	1,530,977.31	1,191,855.77	80.05%	96.64 ¹
1937-38	1,489,657.46	1,237,709.97	85.48%	99.99 ²
1938-39	1,650,308.64	1,385,135.08	86.44%	99.97 ²
1939-40	1,635,822.47	1,414,426.47	89.12%	99.95 ²
1940-41	1,687,330.18	1,455,100.64	90.27%	99.98 ²
1941-42	1,712,914.66	1,488,185.16	89.78%	99.97 ²
1942-43	1,685,101.30	1,503,321.90	92.40%	99.97 ³
1943-44	1,679,416.65	1,546,946.57	95.47%	99.97 ³
1944-45	1,658,389.10	1,545,122.50	96.59%	99.98 ³
1945-46	1,622,734.72	1,525,742.87	97.76%	99.98 ³
1946-47	1,918,656.35	1,813,894.87	98.11%	100.00 ⁴
1947-48	\$ 2,230,160.06	\$ 1,813,894.87	98.11%	100.00
1948-49	2,380,339.82	2,246,823.80	87.83%	100.00
1949-50	2,638,961.92	3,488,989.39	97.91%	100.00
1950-51	2,729,562.91	2,613,006.84	99.07%	100.00
1951-52	3,498,949.46	3,372,590.33	99.72%	100.00
1952-53	3,311,679.49	3,192,011.47	99.76%	100.00
1953-54	3,438,391.81	3,320,018.83	99.89%	100.00
1954-55	3,975,699.66	3,840,487.48	99.99%	100.00
1955-56	4,507,655.49	4,353,490.35	99.95%	99.98
1956-57	5,019,949.37	4,846,433.23	99.94%	99.99
1957-58	6,006,312.36	5,803,401.15	99.97%	99.97
1958-59	6,511,787.12	6,293,866.33	99.97%	99.97
1959-60	6,907,797.14	6,672,850.32	99.93%	99.93
1960-61	7,889,928.67	7,877,191.00	99.84%	99.92
1961-62	8,579,984.00	8,567,126.00	99.85%	99.90
1962-63	9,267,992.00	9,257,407.00	99.89%	99.94
1963-64	8,885,196.00	8,873,412.00	99.87%	99.95
1964-65	9,149,052.00	9,137,647.00	99.88%	99.95
1965-66	9,451,026.00	9,440,802.00	99.89%	99.94
1966-67	9,693,633.00	9,650,269.00	99.55%	99.94
1967-68	10,133,647.00	10,085,847.00	99.53%	99.92
1968-69	10,649,797.00	10,620,930.00	99.73%	99.89
1969-70	11,253,528.00	11,239,085.00	99.87%	99.87
1970-71	11,054,830.00			

¹ This is the percentage of the tax that had been collected as of Sept. 30, 1944.

² This is the percentage of the tax that had been collected as of Sept. 30, 1952.

³ This is the percentage of the tax that had been collected as of Sept. 30, 1956.

⁴ This is the percentage of the tax that had been collected as of Sept. 30, 1960.

**CITY OF ST. PETERSBURG
BUILDING PERMITS**

Year	(Total) Building Permits	Living Units	Cost of Living Units Only
1920	2,901,120		
1921	4,608,820		
1922	4,107,655		
1923	7,124,560		
1924	9,557,500		
1925	24,081,700		
1926	15,580,200		
1927	2,907,300		
1928	1,849,900		
1929	1,445,800		
1930	797,525		
1931	672,600		
1932	278,100		
1933	381,650	30	\$ 69,100
1934	1,271,500	49	124,300
1935	1,501,354	247	592,250
1936	2,000,960	346	923,715
1937	3,075,476	518	1,603,930
1938	3,017,250	597	1,701,787
1939	4,731,200	831	2,804,845
1940	5,830,539	1331	3,168,374
1941	4,587,607	1112	2,398,475
1942	630,046	107	393,547
1943	630,032	11	3,600
1944	727,637	79	43,180
1945	4,488,465	506	2,890,262
1946	10,972,541	1533	8,043,895
1947	17,815,129	2436	12,471,125
1948	20,385,939	2403	12,725,410
1949	23,339,583	2954	15,893,336
1950	30,939,272	3434	22,204,965
1951	25,244,455	2966	19,516,291
1952	29,347,247	3364	21,439,885
1953	30,667,316	3475	22,300,295
1954	31,169,499	3363	22,906,910
1955	37,989,590	3883	26,964,065
1956	45,565,544	4138	30,166,200
1957	49,833,515	3934	31,638,650
1958	48,183,274	3833	30,194,265
1959	56,097,958	4371	36,665,170
1960	42,253,104	2601	22,033,795
1961	40,050,900	2143	20,609,060
1962	37,828,263	1988	18,867,800
1963	31,939,399	1405	18,077,275
1964	27,328,720	1362	15,531,775
1965	35,361,730	1304	14,583,690
1966	33,026,860	1244	12,737,100
1967	54,443,137		
1968	52,169,770	2922	29,316,690
1969	36,390,412	1764	23,683,227
1970	67,985,565	3584	40,034,305

POSTAL RECEIPTS

SOCIAL SECURITY BENEFICIARIES

Year			(Pinellas County 1951-1970)			
		Date	Number of	Amount of	Aprox. Amount	
		12/ 31	Beneficiaries	Monthly Benefits	Yearly Benefits	
1910-11	22,185.00					
1915-16	47,338.00					
1920-21	110,447.00	1970	181,950 ¹	\$22,443,533	\$269,322,396	
1921-22	125,400.00	1969	158,283	14,775,000	177,300,000	
1922-23	151,924.00	1968	149,076	13,697,000	164,364,000	
1923-24	207,485.00	1967	140,216 ²	13,087,060	157,044,720	
1924-25	275,680.00	1966	131,357	10,330,381	123,964,572	
1925-26	454,547.00	1965	121,034	9,595,445	107,372,000	
1926-27	353,810.00	1964	113,312	8,299,907	96,395,000	
1927	313,364.00	1963	106,899	7,765,886	89,554,000	
	Jan. to Jan.	1962	99,281	7,159,667	81,297,000	
1928	294,118.00	1961	89,182	6,389,835	71,427,000	
1929	274,514.00	1960	79,061	5,514,687	62,698,000	
1930	301,165.00	1959	71,969	4,934,994	55,929,000	
1931	288,027.00	1958	64,966	4,386,539	46,665,000	
1932	250,521.00	1957	55,603	3,390,956	35,867,000	
1933	253,373.00	1956	43,610	2,586,826	27,399,000	
1934	291,066.00	1955	34,239	1,979,689	21,021,000	
1935	347,756.00	1954	27,479	1,523,837	15,453,000	
1936	370,490.00	1953	21,940	1,051,674	10,921,000	
1937	410,577.00	1952	16,655	768,403	7,780,000	
1938	448,890.29	1951	13,256	528,126	----	
1939	465,882.31					
1940	511,618.31	1970		\$ 933.35 per beneficiary annual average		
1941	524,724.69	1951		\$ 478.08 per beneficiary annual average		
1942	523,441.49					
1943	652,441.53	Social Security Act of 1935				
	(3c 1st Class Postage in effect)	Effective 1937				
1944	764,052.44	First Benefits in 1940 but of no significance for				
1945	845,828.00	some years.				
1946	881,601.00					
1947	942,171.00	Note (1) 1970 figures an approximation.				
1948	1,054,421.00	Note (2) also an approximation.				
1949	1,186,419.00					
1950	1,279,524.00					
1951	1,398,792.00					
1952	1,653,046.00					
1953	1,801,259.00					
1954	1,986,491.00					
1955	2,156,710.00					
1956	2,371,381.00					
1957	2,613,933.00					
	(4c 1st Class Postage in effect Aug. 1, 1958)					
1958	3,096,572.00					
1959	3,603,180.00					
1960	3,861,577.00					
1961	3,962,490.00					
1962	4,152,303.00					
1963	5,075,887.00					
	(5c 1st Class Postage in effect Jan. 7, 1963)					
1964	5,213,748.00					
1965	5,262,154.00					
1966	5,566,354.96					
1967	5,752,630.00					
1968	6,307,258.00					
	6c first class mail Jan. 7, 1968					
1969	7,198,477.00					
1970	7,440,421.00					

ST. PETERSBURG EFFECTIVE BUYING INCOME.

	Retail Sales	Effective Buying Income	Buying Income Per Capita	Popula- tion
1946	\$ 85,634,000	\$142,518,000		
1947	120,577,000	154,486,000		
1948	134,167,000	157,635,000		
1949	132,655,000	166,608,000		
1950	142,279,000	162,128,000		
1951	153,642,000	168,018,000	\$1,639	102,500
1952	164,816,000	155,441,000	1,445	108,300
1953	176,318,000	201,422,000	1,651	122,000
1954	183,776,000	203,418,000	1,577	129,000
1955	223,230,000	231,207,000	1,692	136,600
1956	260,241,000	259,189,000	1,791	144,700
1957	306,993,000	297,869,000	1,877	158,600
1958	302,467,000	320,355,000	1,849	173,200
1959	338,864,000	360,387,000	2,059	175,000
1960	322,171,000	380,388,000	2,211	172,000
1961	324,457,000	409,428,000	2,058	198,900
1962	345,841,000	421,560,000	2,036	201,000
1963	363,966,000	434,627,000	2,100	204,000
1964	326,791,000	491,623,000	2,284	206,000
1965	343,974,000	514,728,000	2,425	208,000
1966	358,833,000	509,628,000	2,438	209,000
1967	366,593,000	537,537,000	2,487	210,000
1968	420,563,000	602,339,000	2,706	212,000
1969	512,696,000	679,442,000		214,000

1970 Missing figures not available until mid-1972

The effective buying income per capita in Pinellas County is the third highest in the State of Florida.

CONSUMER PRICE INDEX

July Purchasing Power of \$1 based on average of 1957-58-59.

1915	2.84	1943	1.65
1916	2.66	1944	1.63
1917	2.20	1945	1.58
1918	1.87	1946	1.45
1919	1.62	1947	1.29
1920	1.42	1948	1.18
1921	1.63	1949	1.21
1922	1.71	1950	1.19
1923	1.67	1951	1.11
1924	1.68	1952	1.08
1925	1.62	1953	1.07
1926	1.64	1954	1.07
1927	1.66	1955	1.07
1928	1.69	1956	1.05
1929	1.67	1957	1.02
1930	1.73	1958	.99
1931	1.90	1959	.98
1932	2.11	1960	.97
1933	2.19	1961	.96
1934	2.15	1962	.95
1935	2.10	1963	.93
1936	2.07	1964	.92
1937	1.99	1965	.91
1938	2.03	1966	.88
1939	2.07	1967	.87
1940	2.05	1968	.87
1941	1.95	1969	.86
1942	1.75	1970	.85

SKYWAY — Original Bonds — \$21,250,000.

Opened September 6, 1954

	Vehicles	Money	Rate
1954	273,655	488,225.00	1.75
1955	1,025,307	1,834,296.65	1.75
1956	1,168,212	2,098,418.50	1.75
1957	1,240,579	2,233,798.50	1.75
1958	1,206,688	2,078,022.25	1.75
1959	1,672,666	1,766,376.75	1.00
1960	1,796,979	1,899,983.00	1.00
1961	1,835,809	1,941,204.25	1.00
1962	1,909,200	2,023,409.75	1.00
1963	1,981,814	2,098,241.75	1.00
1964	1,989,376	2,111,280.50	1.00
1965	2,056,377	2,184,253.75	1.00
1966	2,447,477	1,614,365.25	.50
Apr. 1, 1966			
1967	2,748,953	1,409,525.00	.50
1968	2,995,920	1,541,123.00	.50
1969	3,154,032	1,625,873.00	.50
1970	3,336,254	1,731,708.00	.50

Rate on trucks and buses higher

BAYWAY — Original Bonds — \$16,800,000.

	Total Vehicles	To De Soto Park	Total Revenue
1962	69,110	14,562	
1963	2,025,291	262,494	\$388,876.49
1964	1,946,744	232,776	375,089.04
1965	1,780,251	229,871	357,359.84
1966	2,199,497	265,341	429,348.00
1967	2,310,764		473,128.00
1968	2,402,354		521,201.00
1969	2,592,925		547,783.00
1970	2,811,826		587,469.00

The "bare bones" cost of the Bayway — that is, without right of way and not including engineering, was but \$5,973,582.47 of the total bond issue of \$16,800,000. so that tolls earn only about 20 per cent of the cost of retiring the bonds. Pinellas secondary gas road money exceeding \$5,000,000. has been drained off to retire the bonds.



Raleigh W. Greene, Sr., the banking pioneer.



Oscar W. Kreutz, the greatest banker of them all.



Raleigh W. Greene, Jr., worthy son in his own right.

Special Report II

CITY GOVERNMENT

The story of organized government in St. Petersburg properly begins Feb. 29, 1892 when 31 citizens got together and decided their community should be incorporated as a town. The general laws of Florida permitted such action, should a majority of townsfolk desire it. The vote was 15-11, six of those attending having decided not to go on record with their opinions (they probably were opposed.)

David Moffett, campaigning on an Anti-Saloon League ticket (demon rum was mixed up in politics even in those good days) was elected the first mayor and five others were chosen to sit with him on the governing body.

This first Town Government was called a Council, although that probably is not what it was — a commission being more likely. A council, in government, is a policy-making body. St. Petersburg's modern government has a City Council whose job is to make policy for a professional city manager to administer. In the absence of the manager, however, when final actions of the government, including administration, are done, (authorized and then administered,) then the correct name of the governing body is commission.

At any rate, the early records say it was a Town Council and that's what we shall call it. It sat for its first meeting June 2, 1893, it having taken some time to elect officers and prepare for the job ahead. This council lasted until 1903 when St. Petersburg became a city by act of the Florida Legislature.

The government of this new city was to be a mayor and seven councilmen. R. H. Thomas, who had served previously as one of the 10 Town mayors, was elected the first mayor of the City. This government setup remained until 1912.

In 1912, the citizens decided they needed a different kind of government. In a vote March 5 of that year, they decided on a unique kind — three commissioners, one of whom would be chosen mayor by vote of the three. The Legislature said "okay" to this experiment in 1913 and the act was signed by the governor early in 1914.

T. J. Northrup was elected commissioner of public safety, which amounted to being boss of the police and fire departments; J. G. Bradshaw was commissioner of public affairs and C. D. Hammond was commissioner of public works. Northrup was elected for a six-year term; Bradshaw, who was chosen mayor, got a four-year term and Hammond a two-year term. Intent was to stagger the terms so that no three-man board would be perpetuated in office long enough to fashion a political dynasty.

The three-man Commission had a short life. It didn't function as smoothly as the townsfolk had figured it would and twice in three years they tried to break it up. On a third try, Dec. 28, 1915, the opponents finally won out, 487 to 278. A new charter was approved calling for a mayor and seven commissioners. This form of government, with some variations but no major change, except giving commissioners rather than the people the right to elect the mayor (in 1924), remained until the big change of 1931 when the Council-city manager form of government was adopted.

The city manager plan, with seven councilmen, was devised by a Citizen Committee and, after being approved by the Legislature in the Spring of 1931, became effective July 1, 1931. With one minor change this form continued. This minor change was made July 1, 1941. Prior to then the people elected seven councilmen and they elected one of their number as mayor. The Legislature provided in 1941 that the people would elect a mayor by direct vote to serve two years; six councilmen to serve four years.

St. Petersburg over the years has had remarkably able, dedicated and honest government; keeping in mind that in the pre-city manager form of government it was strictly amateur. One of the most remarkable things, perhaps, is the fact that the positions of mayor and councilmen were non-paying jobs until June, 1957 after which time the mayor has been paid \$7,500 a year and councilmen \$5,000. Long before that date the duties had become so onerous and time con-

suming it was becoming very difficult to get able and active businessmen to offer themselves for office.

City government had been remarkably free of scandal and corruption. There was an unhappy time in the 1920s involving rumors of certain commissioners receiving commissions in connection with the selection of asphalt brick or topping in lieu of paving brick, which had been standard in the city since the beginning of paving. Rumor was that the payoff was 10 per cent of the contract price. And there were two unpleasant incidents involving a commissioner or two as to conflict of interest, primarily matters of the sale or purchase of land.

This writer was active as a land developer and as an office-holder at the State and local level for more than a half century. As a legislator for four years he was offered three bribes. As a member of the City Planning and Zoning Board for some 25 years he was approached three times with direct or implied offers of money. There were a considerable number of years of activity as a land developer and builder. Never on the city level, only once on the county level was it indicated that a payoff would be very helpful to his land activities. That's a pretty good record.

There have been some notable records of service by holders of elective office. Tops was that of Samuel G. Johnson, whose 12 years on City Council, from Oct. 23, 1945 to June 30, 1957, including three terms as mayor, was the longest of anyone up to 1970 when this report was prepared.

Johnson was a tall, congenial official who fitted admirably into the pattern of a mayor in those days — a charming greeter, a patient participant in community activities and an efficient man of government, all wrapped into one. His business was property management and investment, first in Tennessee, then in St. Petersburg.

In a long list of worthy accomplishments during his time in office, two of the most significant were his founding, in 1952, of the Suncoast League of Municipalities and his selection as its first president and his service the previous year as president of the Florida League of Municipalities. Both of which proved that recognition of his capabilities extended far beyond the limits of the city which elected him to head its government.

C. Frank "Cy" Harrison, who was a councilman from 1941 until mid-1953, almost as long as Johnson, was another man to whom the city owes a great debt of gratitude for public service well performed. In more recent years when it became increasingly difficult to find good, honest and capable men for public office, one had to wonder what had become of the Frank Harrisons who gave so willingly of their time and talents in years gone by.

Herman Goldner, 1961-67 and George S. Patterson, 1943-49 were almost even in most years served by a mayor of St. Petersburg. Goldner made one later appearance as an aspirant for elective office after leaving City Hall. He ran for the Republican U.S. Senate nomination in 1968 and was beaten by Ed. Gurney of

Winter Park, who eventually won the seat. (Goldner was elected Mayor again in 1971 - Ed.)

The City had two mayors who were brothers — R. S. Pearce, 1924-27 and J. D. Pearce, 1930-31. The latter Pearce also was postmaster here at one time.

There also was a father-son team — C. M. Blanc, who was mayor in 1925-26 and Robert C. Blanc who held that office, 1933-35.

St. Petersburg had ten city managers and four acting managers from Aug. 17, 1931 when Wilbur Cotton became the first, to late 1969 when Lynn H. Andrews resigned Nov. 15, 1969 after a distinguished service to become manager in Austin, Texas.

Manager-Council government in St. Petersburg was a baby born of the Depression, when financial and other municipal problems developed that were beyond the ability of elected non-professionals (in government) to cope with. It replaced mayor-Commission government July 1, 1931, less than two years after the stock market crash.

The new Council looked around for six weeks, offered the first manager's job to young Wilbur M. Cotton who was a junior assistant in the Dayton, Ohio, city manager's office. He was paid \$8,500, a large salary in those days. In fact, it was 13 years and four managers later before the job's pay got that high again.

COTTON quit in January, 1934 over differences with council relating to finances and Carleton F. Sharpe was hired. He was an assistant to Cincinnati's city manager and a Syracuse U. graduate in public administration but never had been a No. 1 man before moving to Florida. He stayed only 19 months and left, at loggerheads with the elected council.

After Sharpe, St. Petersburg picked Alfred F. Thomasson, who had been a banker, city commissioner and School Board chairman. Popular and likable, Thomasson lasted only 25 months, leaving when five of the six councilmen quietly advised him to quit or be fired.

GLENN V. LELAND, who was the city's finance director, succeeded Thomasson Sept. 30, 1937. Principally because the city's biggest problems in those depression years were financial and Leland was skilled in that field, he held the job nearly six years — a record up to then. Raymond R. Ridgley, the city's water superintendent, succeeded Leland, but lasted only 14 months.

In mid-1944, the Council began to realize that the manager's job was too complex and important for experimenting. It turned again to Sharpe who had distinguished himself in several U. S. government jobs after leaving St. Petersburg 10 years before.

SHARPE STAYED three years and three months, had his troubles with the council and finally left to take a higher paying job as manager of Hartford, Conn., is now Manager of St. Louis; largest city nationally with City Manager form of Government.

Ralph E. Henry, city finance director, served four months as acting manager after Sharpe. A talented respected administrator, he probably could have had the job himself had he wanted it. He didn't and made it plain on agreeing to the interim appointment that the council should start looking for someone else.

The search did not extend far from home. Sarasota had a highly considered city manager named Ross Windom. He was an engineer who had supervised construction costing \$270-million in Central and South America for the U. S. Army in World War II, involving 28,000 civilian employees.

WINDOM SET a record for managerial longevity here — staying ten years and nine months. He quit in December, 1958 to devote full time to being president of the Higgins Corp., Sarasota sewer and water contractors.

The ten year record of Ross Windom attracted national attention.

It was almost unheard of for a manager to weather the political storms in one job for a decade. Windom resigned under no pressure, with widespread regret on the part of officials and citizens. He turned to a leisurely life of semi-retirement in St. Petersburg, became an expert and enthusiastic boatman. His greatest pride and joy was that he learned to expertly use a cast-net. This writer shared his taste and enthusiasm until his dentist changed his style of teeth. After that on the first cast his teeth went further than the net, were much harder to retrieve.

From the time Windom left until Andrews was hired in October, 1961, the city struggled through four city managers. Verlyn L. Fletcher, who had been city personnel manager only a short time, was acting manager for only three months. George Armes, a utilities and water system expert, stayed two years and four months, before the council fired him. Jack Branson, city purchasing director, lasted 30 days and Baynard Cook, finance director, held forth three months.

By 1961, City Council felt the need to get away from acting, temporary or non-professional managers and went on the prowl nationwide to find a top man for the job. They found Andrews in San Antonio as Manager and he solved the problem. He was trained as an engineer, turned to City Managerial jobs in 1941, beginning at Shreveport, Louisiana, Assistant Manager of Lubbock, Texas, then Assistant Manager of San Antonio, finally Manager. He resigned November 15, 1969 to become Manager of Austin, Texas.

H. Herbert Holt was appointed Acting Manager November 17, 1969 and resigned April 30, 1970. He had been City Manager of Holland, Michigan.

Raymond E. Harbaugh was appointed May 1, 1970 at a salary of \$33,000. Ph.D. from University of Kansas, Army 4 years. Three City Managerial positions prior to St. Petersburg. Public Administration Consultant 1965-1970.

City government has had many forms during its 78 years: It started as a Town.

First Phase

During the City's babyhood when it rated legally as a Town from 1892 to June 6, 1903 a total of 31 citizens served on the town council. The length of term, the methods of election and other procedures are lost in a mist of elapsed Time and an absence or inadequacy of records. Little point exists for reporting their names and length of service by date sequence, so they are listed below alphabetically with notations of years served and with identifying occupations and brief comments on most of them. After all, population during this period ranged from 274 to some 600 and government was simple, problems few, pay non-existent.

Here is the list:

Name	Years	Occupation
Ainslee, W. L.	2	
Avery, A. P.	2	Baker. Later he became a banker, the town's most powerful politician for two decades.
Bradshaw, J. G.	2	Merchant. Later a Commissioner and mayor.
Burrier, S. A.	2	
Bussey, H. P.	2	Undertaker.
Chapman, T. R.	3	
Clark, T. M.	2	
Coates, W. A.	1	
Cole, F. E.	3	Investor.
Daniel, R. T.	3	
Durant, Charles	5	Merchant.
Edwards, George	4	Citrus, Investments. Later a County Commissioner.
Hoxie, J. E.	4	
Hearn, J. T.	1	
Henry, W. C.	2	Contractor.
King, George L.	1	Lumber mill.
Klutz, F. P.	1	Merchant.
Livingston, B. F.	1	Merchant.
Massie, F.	2	
McCall, T. F.	2	Capitalist.
Moffett, David	2	Real Estate. Town's first mayor.
Norwood, Arthur	4	Taught first. Farmer, teacher, mayor, merchant.
Railsback, B. T.	2	Capitalist.
Sloan, W. A.	2	
Weller, A. P.	2	Merchant.
Whitted, T. A.	2	Albert (Airfield) Whitted was his son.
Williams, B. C.	4	The two Williams men were sons of the Williams who filed the original plat of St. Petersburg.
Williams, J. C. Jr.	4	
Wright, J. B.	2	

Second Phase

THE FIRST CITY COUNCILS

St. Petersburg became a City, by act of the Legislature, June 6, 1903. Its government was to include a mayor and seven councilmen, all serving two-year terms. This governing body continued until 1913 when a three-commissioner (one to be chosen mayor) was substituted. Following are the five Councils which served under the original City Charter:

1904-05 Council.

R. H. Thomas, Mayor	Banker, Mortgage Broker.
Blocker, A. T.	Livery stable, contractor.
Cole, F. E.	Jeweler.
Chapman, T. R.	Retired.
Goodwin, C. P.	Retired.
Northrup, T. J.	Prominent merchant; started what is now Rutlands'
A. C. Pheil	Acquired wealth as hard rock phosphate miner at Dunnellon. City's original dredger. Built the Pheil, the only 13-story hotel in America.
Williams, B. C.	Son of original city platter.

1906-07 Council.

T. J. Northrup, Mayor	Merchant.
Allison, W. E.	Hotel. The Allison Hotel.
Eddins, S. M.	Retired.
Lewis, Ed T.	Town's biggest merchant for two decades. N. E. Corner Central and 3rd. Family still owns.
Moffett, David	Capitalist. Retired.
Pheil, A. C.	Phosphate, dredger, Hotel, Theater.
Springstead, C. W.	Banker; subdivided most of 9th Street N. Built town's "show piece" mansion on Beach Drive.
Williams, B. S.	

1908-09 Council.

Dr. H. A. Murphy, Mayor	
Blocker, J. C.	Brother and partner of A. T. Blocker.
Bodman, S. E.	
Cole, F. E.	Jeweler.
Freeman, A. L.	
Kellam, H. A.	Subdivider of waterfront South of Bayboro.
Norton, James	Saloon.
Veillard, R.	French, very able, very controversial. Citrus.

1910-11 Council.

A. T. Blocker, Mayor	Trucking. Riding Horses.
Axline, M. H.	Retired.
Blodgett, G. W.	
Brown, John W.	Railroad man. His preacher father originated famed Parson Brown orange, County Clerk, Mayor, President Chamber of Commerce; political boss of county for a decade. President, 9th St. Bank.
McClung, C. B.	
Pope, W. B.	
Sullivan, J. J.	
Sykes, R. E.	Attorney.

1912-13 Council.

A. C. Pheil, Mayor	Built Braaf's Pier as extension of 5th Ave No. His bathing pavilion was social and recreational center for a decade.
Braaf, Charles	
Brown, John N.	Political leader. Feed and Fertilizer store Southwest corner 9th and Central. Big in National Guard, led local Guard to Mexico in 1914 border war.
Potter, Cramer B.	
Sullivan, J. J.	Capitalist.
Sarven, G. N.	Capitalist.
Taylor, Joseph W.	
Veillard, R.	

Third Phase

CITY COMMISSION — 1913-1916

Bradshaw, J. B., Mayor	Public Affairs — Merchant.
Northrup, T. J.	Public Safety — Merchant.
Hammond, C. D.	Public Works — Retired. Utilities.

Fourth Phase

MAYOR AND SEVEN COUNCILMEN

Effective April 16, 1916

April 16, 1916-April 1, 1918

Lang, Al (Albert F.), Mayor	Pittsburg. Laundryman. "Mr. Baseball" Al Lang Field. "The Lucky Baker" — The real boss.
Avery, A. P.	Half of "Foley-Carter," oldest names in insurance and real estate brokerage. Bee
Carter, Charles R.	

Davidson, R. L.	Line Ferry — forerunner of Skyway. County Commissioner. Originated De Soto Park idea.
Harrison, J. Frank	Labor unions. A founder of Harrison Hardware which merged with Maas Bros. His son eventually also became a councilman — a notable one.
Norton, James S.	Saloons.
Odom, A. C. Jr.	Resigned. President of the short lived Florida Bank (State) at Fifth and Central — Built building which successively was site of the old First National; the present (recently moved) Florida National. Odom's place was taken by W. F. Smith — Paint and wallpaper, a city parks pioneer.
Thomasson, A. F.	President, Central National, now home of present First National Bank.

April 1, 1918 to April 1, 1920

Lang, Al — Mayor	Succeeded himself.
Avery, A. P.	Succeeded himself.
Carter, Charles R.	Succeeded himself.
Harrison, J. Frank	Succeeded himself.
Thomasson, A. F.	Succeeded himself.
Fitch, Dr. George F.	Replaced Norton. Retired Doctor. Second Republican elected to office in Pinellas County. Later defeated C. C. Carr (Times) for chairmanship of County School Board. (Replaced Davidson). School teacher, merchant, eventually Mayor.
Norwood, Arthur	
Smith, W. F.	Succeeded himself. (Retired in 1919).

April, 1920-April, 1922.

Mitchell, Noel A. — Mayor —

The originator of the famous street green benches. Owned the Central Avenue corner now housing the Rutland Building. Pioneer Beach developer with Mitchell's Beach, now South Madeira. Had a big West Central subdivision, while "Mitch" colored Central green by day, he painted it red by night. He was recalled November 15, 1921 following a wild liquor party, in the Mayor's office, which happened to be next door to the police department. This writer and C. Max Hunter, Jr. dropped by that party in its middle stages, departed a few minutes before the Police arrived on this writer's suggestion that the evening was getting too rough for the sober, sterling citizens

they liked the citizenry to think they were. Mitchell promptly ran to succeed himself; his opponent being Frank F. (Fortune) Pulver, who had made a million out of chewing gum dispensers (about the first successful vending machine), bought the Detroit Hotel; later established and ran briefly the St. Petersburg Daily News, about which much more in the special report on newspapers. In that wild and lurid race "Mitch" (as Noel Mitchell was called by his intimates, which included almost everybody) made a rapid fire wisecrack which always rated tops with this writer.

Mitch was making a traffic stopping re-election speech one night from the bed of a truck parked in front of his building at 4th and Central. But repeatedly as he tried to make a point a man at the edge of the crowd would bellow out "Mitch, tell us about that likker party in the mayor's office."

The crowd would roar every time the heckler shouted.

Mitch had lost control of his audience. Finally in desperation he stepped forward, teetered on the very edge of the truck tailgate and raised his hand impressively for silence (he was dressed in a cutaway, long tailed coat and a tall, hard silk hat), and when he got it said with impressive dignity:

"My friend, No matter how dark my past may have been, my future is as white as snow."

This recaptured his audience, silenced the heckler.

But he failed of re-election, being defeated two to one by Frank Fortune Pulver.

Burnside, Virginia	City's first Council woman. She did real good.
Lewis, E. H.	Contractor.
Carter, Charles R.	Foley-Carter Insurance. Bee Line Ferry — County Commissioner. Banker.
Thomasson, A. F.	Retired — from Atlanta.
Woodside, John J.	Franchised Ford dealer.
Albright, R.	Hardware. Member of a notable family, headed by five brothers who were diversified into banking, merchandizing, cattle ranching, rental real estate.
Cunningham, E. G.	

July 1, 1922 to June 30, 1923

Pulver, Frank F.	Mayor. Hotel. Publisher of a brief daily paper. Made a fortune with first vending machines. Chewing gum.
Burnside, Mrs. Virginia	Re-elected.
Carter, Charles R.	Re-elected.
Pearce, R. S.	Druggist.
Boardman, Paul R.	Real Estate — Shore Acres.
Albright, O. R.	Ford Dealer.
Cunningham, E. G.	Hardware.
Woodside, John J.	

July 1, 1923 to June 30, 1924

Pulver, Frank F.	Mayor. Recalled Jan. 22, 1924.
Pearce, R. S.	Mayor. In Pulver's stead.
Boardman, Paul R.	
Cunningham, E. G.	
Woodside, John J.	Resigned Oct., 1923.
Snyder, Chas. L.	Appointed. Real Estate-Insurance.
Burnside, Mrs. Virginia	
Carter, Charles R.	
Albright, O. R.	
Lodwick, John	The City's first publicity director; made Pulver (and the City) nationally famous by parading him down Broadway, New York, dressed in white from soles to straw hat (mid-winter) as the Sunshine City's bachelor millionaire mayor.

July 1, 1924 to June 30, 1925

Fifth Phase

Beginning with this year charter amended providing that candidate with highest vote serve as Mayor-Commissioner; thus reducing the number from eight to seven.

Pearce, R. S.	Mayor.
Reed, E. C. (Clarence)	Contractor.
Maurer, Charles J.	Lawyer.
Cunningham, E. G.	
Albright, O. R.	
Boardman, Paul R.	
Snyder, Charles L.	Insurance — Real Estate.

July 1, 1925 to June 30, 1926

Blanc, C. M.	Mayor. Real Estate.
Serviss, W. Scott	Building Contractor.
Snyder, Charles L.	
Renwick, Earle B.	Real Estate
Maurer, Charles J.	
Pearce, R. S.	
Reed, E. C.	

July 1, 1926 to June 30, 1927

Pearce, R. S.	Mayor.
Pooser, D. S. (Dennis)	Preacher — Grocer — Real Estate.
Purvis, R. C. (Robert)	Dry Cleaning.
Blanc, C. M.	
Renwick, Earle B.	
Serviss, W. Scott	
Snyder, Charles L.	

July 1, 1927 to June 30, 1928

Maurer, Charles J.	Mayor.
Arnold, Robert	Building Contractor.
Veillard, Ralph	
Wilkerson, DeWitt C.	Street cars, Trailer Park (the City's first.)
Pearce, R. S.	
Pooser, D. S.	
Purvis, R. C.	

July 1, 1928 to June 30, 1929

Brown, John N.	Mayor.
Shepard, Guy B.	Auditor, Finance.
Thomasson, A. F. (Ferdie)	
Arnold, Robert	
Maurer, Charles J.	
Veillard, Ralph	
Wilkerson, DeWitt C.	

July 1, 1929 to June 30, 1930

Thompson, Arthur R.	Mayor — Attorney.
Avery, A. P.	
Maurer, Charles J.	
Veillard, Ralph	
Brown, John N.	
Shepard, Guy	
Thomasson, A. F.	

July 1, 1930 to June 30, 1931

Pearce, J. D.	Mayor. Druggist. Brother of R. S. Pearce.
Arnold, Robert	
Walden, Robert R.	Hardware; Chamber of Commerce, Festival of States, United Fund.
Thompson, Arthur W.	Attorney.
Avery, A. P.	
Maurer, Charles J.	
Veillard, Ralph	

July 1, 1931-June 30, 1933

Adams, Henry W. Jr.	Mayor. Capitalist — Retired.
Blanc, R. G.	Son of C. M. Blanc, Realtor.
Cermac, Will J.	Realtor.
Lanier, J. Walter (John)	Grocer.
Miller, Glenn	Attorney.
Webster, Frederic W.	Retired — Capitalist.
Wood, A. J.	Physician and Surgeon.

July 1, 1933-June 30, 1935

Blanc, R. G.	Mayor.
Webster, Frederic W.	
Wood, A. J.	
Fraze, Ora F.	Radio; Manager Peninsula Telephone Co.
Smith, John S.	Retired.
Wever, M. D.	Lumber; Dry Cleaning; Hotel.
Adams, Henry W. Jr.	

July 1, 1935 to June 30, 1937

Smith, John S.	Mayor — Resigned.
Boyer, Ian V. (5-25-37)	Mayor — Appointed until July 1, 1937. Clothing Merchant.
Agee, Vernon G.	Attorney.
Fraze, Ora F.	Resigned Nov., 1935.
Johnson, Walter J.	Real Estate Broker. Appointed. He resigned June, 1937.
Wever, M. D.	Lumber, Citrus, Hotel.
Byrom, Isham P.	Attorney.
Hopkins, George W.	Publisher — Weekly. Labor Union organ.
Maurer, Charles J.	

July 1, 1937 to June 30, 1939

Agee, Vernon G.	Mayor.
Byrom, Isham P.	
Boyer, Ian V.	
Hopkins, George W.	
Maurer, Charles J.	
Hayward, Bainbridge	Hotels.
Hewitt, Oliver Wm.	Plumber.

July 1, 1939 to June 30, 1941

Boyer, Ian V.	Mayor.
Hayward, Bainbridge	
Hewitt, Oliver Wm.	
Hopkins, George W.	
Lindstrom, Walfred	Financial Counciller.
Minshall, Stanley C.	Florist. Legislative House member.
McCutcheon, R. J. (Robert)	Banker — Real Estate broker.

In 1941 the Legislature made still another change: the voters to elect a mayor for two years, six councilmen to serve four years.

July 1, 1941 to June 30, 1943

McCutcheon, Jr., R. J.	Mayor.
Minshall, Stanley C.	
Cole, E. Leslie	Cigars — Slot machines.
Harrison, C. Frank	Attorney.
Hopkins, George W.	Resigned.
Dec., 1942 Patterson, Geo. W.	State Franchise — General Electric. Appointed.
Lindstrom, Walfred	Resigned Oct. 6, 1942.
Howell, William S.	Real Estate broker. Appointed.
Parker, N. W.	Coca Cola. Resigned.
Dec. 1941	
Holloway, Andrew H.	Optometrist. Appointed.

July 1, 1943 to June 30, 1945

Patterson, Geo. W.	Mayor.
Harrison, C. Frank, Jr.	
Howell, William S.	
Cole, E. Leslie	
Bennett, Eugene S.	Insurance.
Robison, Elon C.	Eastman Kodak — Baseball.
Holloway, Andrew H.	Resigned.
July 1, 1943 Dugan, Ray E.	Capitalist. Appointed.

July 1, 1945 to June 30, 1947

Patterson, Geo. W.	Mayor.
Howell, William S.	Resigned 10-2-45.
Johnson, Samuel G.	Capitalist. Appointed 10-15-45.
Cole, E. L.	Resigned March, 1947. Succeeded by Hotels.
Barnes, Paul B.	
Harrison, C. Frank, Jr.	
Dugan, Ray E.	Resigned May, 1947. Succeeded by Insurance.
Deane, Elbridge G.	
Bennett, Eugene S.	
Robison, Elon C.	

July 1, 1947 to June 30, 1949

Blackburn, Bruce B.	Mayor — Motors.
Johnson, Samuel G.	
Queen, Excel C.	Real Estate.
McCormick, Harry W.	Caterer.
Barnes, Paul B.	
Deane, E. G.	
Harrison, J. Frank Jr.	

July 1, 1949 to June 30, 1951

Minshall, Stanley C.	Mayor.
Deane, Elbridge G.	
Harrison, C. Frank, Jr.	
Johnson, Samuel G.	
McCormick, Harry W.	
Queen, Excel C.	
Reeves, Harold W.	Hotel.

July 1, 1951 to June 30, 1953

Johnson, Samuel G.	Mayor.
Deane, Elbridge G.	
Edwards, Daisy K.	Housewife.
Harrison, C. Frank, Jr.	
Hayward, Bainbridge	Hotels — Detroit — Bainbridge.
Kaniss, Charles J.	Jeweler, General National Guard Planning Board, City Sanitary Department.
Reeves, Harold W.	

July 1, 1953 to June 30, 1955

Johnson, Samuel G.	Mayor.
Brantley, Edward F.	Real Estate. Master ocean steamships, gasoline, public relations.
Dugan, Auldon B.	Hotel, cafeteria.
Edwards, Daisy K.	
Kaniss, Charles	Jeweler
Murphy, J. Gerald	Attorney.
MacDonald, Rex	Dance Hall owner — Coliseum.

July 1, 1955 to June 30, 1957

Johnson, Samuel G.	Mayor.
Brantley, Edward F.	
Carroll, Wm. E.	Insurance.
Chase, Ray E.	Retired.
Dugan, Auldon B.	
Edwards, Daisy K.	
Murphy, J. Gerald	

July 1, 1957 to June 30, 1959

Burroughs, John (Johnnie) D.	Mayor. Contractor.
Brantley, Edward F.	
Carroll, Wm. E.	
Chase, Ray E.	
Dugan, Auldon B.	
Edwards, Daisy K.	
Murphy, J. Gerald	

July 1, 1959 to June 31, 1961

Brantley, Edward F.	Mayor.
Carey, Jack S.	Attorney.
Dugan, Auldon B.	
Graham, G. Harris	Retired — Capitalist.
Jenkins, Eli S.	Attorney.
Murphy, J. Gerald	
Pheil, A. L.	Hotel Owner. Appointed July 21, 1959. Died Dec. 1, 1960.
Kenfield, Fred H.	Funeral Home owner — appointed to fill his place.

April 1, 1961 to March 31, 1963
(Fiscal year changed at this time.)

Goldner, Herman W.	Mayor. Attorney — Automobiles.
Burklew, Jack E.	Real Estate.
Carey, Jack S.	
Cox, Nortney P.	Builder.
Graham, G. Harris	
Jenkins, Eli S.	
Murphy, J. Gerald	

April 1, 1963 to March 31, 1965

Goldner, Herman W.	Mayor.
Burklew, Jack E.	
Cox, Nortney P.	
Edwards, Daisy K.	(Died May 23, 1964.) Replaced by Attorney.
Davenport, Wm. F., Jr.	Insurance.
Jones, Don	(Died May 4, 1964.) Replaced by Attorney.
Moe, Ogden R.	
Holland, Elliott W.	
Murphy, J. Gerald	

April 1, 1965 to March 31, 1967

Goldner, Herman W.	Mayor.
Cole, E. Leslie	
Davenport, Wm. F. Jr.	
Holland, Elliott W.	
Jones, Don	
Murphy, J. Gerald	
Williams, Horace, Jr.	Retired. Ice. — Grandson of Town's Founder.

April 1, 1967 to March 31, 1969

Jones, Don	Mayor.
Allison, Wm. E.	Attorney.
Greene, Claude E.	Realtor.
Murphy, J. Gerald	
Murray, Martin B. Jr.	Realtor.
Stephenson, James F.	Developer.
Williams, Horace Jr.	

April 1, 1969-April 1, 1973

	Term Expires	
Spicer, Don	1971	Mayor. Construction.
Allison, Wm. E.	1971	
Greene, Claude E.	1971	
Gammon, Barbara	1973	Housewife.
Wimbish, C. Bette	1973	Attorney.
Stephenson, Jas. F.	1971	
Williams, Horace Jr.	1973	

Unfortunately the current City Council is sharply and bitterly divided; Allison, Greene, Stephenson and Williams as one team: Spicer, Wimbish and Gammon on the other. Mrs. Wimbish is the first Negro Council member. Mrs. Gammon the fourth woman.

ST. PETERSBURG MAYORS

For convenience the City Mayors are listed here separately.

Town Government (Mayor and five councilmen.)

1892	David Moffett
1893	Judge Wm. H. Benton
	David Murray
1894-95	H. W. Hibbs
1896-7-8	J. A. Armistead
1898	Edgar Harrison
1900	J. A. Armistead
1901	Edgar Harrison
1902	R. H. Thomas
1903	George Edwards



Mayor Herman W. Goldner.



Herman W. Goldner, twice mayor, serving longer than any other demonstrates at Bayfront Center he skates less well on thick natural ice than he does on thin political ice.

City Government (Mayor and seven councilmen.)

1903-4-5	R. H. Thomas
1906-7	T. J. Northrup
1908-9	Dr. H. A. Murphy
1910-11	A. T. Blocker
1912	A. C. Pheil

City Government (Three commissioners, one chosen mayor.)

1913-4-5-6	J. G. Bradshaw
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City Government (Mayor and seven councilmen.)

1916-7-8-9	A. F. Lang
1920-21	Noel A. Mitchell
1921-24	Frank F. Pulver (rec)
3-18-24	Arthur Norwood
1924-25	Robert S. Pearce
1925-26	C. M. Blanc
1926-27	R. S. Pearce
1927-28	Chas. J. Maurer
1928-29	John N. Brown
1929-30	Arthur R. Thompson
1930-31	J. D. Pearce

COUNCIL-MANAGER GOVERNMENT. (Seven councilmen, one chosen mayor by council.)

1931-33	H. W. Adams, Jr.
1933-35	R. G. Blanc
1935-37	John S. Smith (Resigned 5-25-37); Isham P. Byrom appointed to fill term to 7-1-37)
1937-39	Vernon G. Agee
1939-41	Ian V. Boyer
1941-43	R. J. McCutcheon, Jr.

(Mayor, elected by people; six councilmen.)

1943-45	Geo. S. Patterson
1945-47	Geo. S. Patterson
1947-49	Bruce B. Blackburn
1949-51	S. C. Minshall
1951-53	Samuel G. Johnson
1953-55	Samuel G. Johnson
1955-57	Samuel G. Johnson
1957-59	John D. Burroughs
1959-61	Edward F. Brantley
1961-63	Herman W. Goldner
1963-65	Herman W. Goldner
1965-67	Herman W. Goldner
1967-69	Don Jones
1969	Don Spicer

FIVE LONGEST-SERVING CITY MANAGERS OVER A 40-YEAR PERIOD



Wilbur M. Cotton 1931-1934 City Mgr.



Carlton F. Sharpe 1934-35 and 1944-48 City Mgr.



Ross E. Windom 1948-1959.



Flynn H. Andrews 1961-69.



Raymond E. Harbaugh 1970-.

CITY MANAGERS

Term Dates	Name	From
Aug. 17, 1931 Jan. 12, 1934	WILBUR M. COTTON	(Dayton, Ohio)
Jan. 15, 1934 July 2, 1935	CARLETON F. SHARPE	(Cincinnati, Ohio)
July 16, 1935 Aug. 10, 1937	A. F. THOMASSON	(St. Petersburg) (Banker)
Sept. 1, 1937 July 20, 1943	GLENN V. LELAND	(St. Petersburg) (Director of Finance)
July 21, 1943 Oct. 1, 1943 Sept. 30, 1944	RAYMOND G. RIDGELY Act. City Manager	(St. Petersburg) (Water Engineer) Appointed City Manager
Oct. 1, 1944 Jan. 14, 1948	CARLTON F. SHARPE	(Cincinnati, Ohio) (Regional Director F.P.H.A.)
Jan. 15, 1948 Apr. 30, 1948	RALPH E. HENRY Acting City Manager	(St. Petersburg) (Director of Finance) (As Director of Finance)
May 1, 1948 Jan. 1, 1959	ROSS E. WINDOM	(Sarasota – City Manager)
Jan. 2, 1959 Mar. 31, 1959	VERLYN L. FLETCHER	(St. Petersburg) (Personnel Director)
Apr. 1, 1959 Jul. 19, 1961	GEORGE K. ARMES	(St. Petersburg) (Director, Public Utilities)
Oct. 4, 1960	JACK BRANSON Acting City Manager	(St. Petersburg) (Purchasing Agent)
July 22, 1961 Sept. 28, 1961	BAYNARD E. COOK	(St. Petersburg) (Director of Finance)
Sept. 28, 1961 Nov. 1, 1969	LYNN H. ANDREWS	(San Antonio, Texas) (City Manager)
Nov. -, 1969 May 30, 1970	H. HERBERT HOLT Acting City Manager	
May 1, 1970	RAYMOND E. HARBAUGH	
	Consultant – Public Administration Service – Atlanta, Ga.	

Special Report III

LEGISLATIVE POLITICS

The story of legislative politics in Pinellas County has been the interesting and significant one of a Democratic Party (1912-1950) suddenly falling apart at the seams and being pushed aside by surging Republicanism which then reigned with only token opposition and interruption for two decades.

The suddenness and rapidity with which this county switched political philosophies, as far as elective offices were concerned, perhaps is unprecedented, especially in the South. The story deserves mention and discussion in this Special Report because St. Petersburg, as the biggest city in the county provided the voters who engineered that sudden change and most of the men who benefited or were victimized by it hailed from this city. "Men" in this statement is accurate for neither of the two Pinellas women who served in the Legislature — Mary Lou Baker nor Mary Grizzle, was from St. Petersburg.

Pinellas severed its ties with Hillsborough to become a separate county in 1912. Legislative action was taken in 1911 to create the new county, it became official the following year and 1913 was the first year for Pinellas to have representation in the Legislature. It had one House member — John S. Taylor, Sr., head of a prominent Largo citrus-owning family, and shared a senator with Hillsborough — W. F. Himes, a Tampa attorney.

Banker F. A. Wood was St. Petersburg's first House member, in 1915. He was followed by S. D. Harris, an undertaker, in 1917, '19 and '21 and this city's participation in state lawmaking was well under way. Taylor became the first Pinellas senator in 1921 and that ended the sharing of representation with the neighboring county.

It is significant that the first St. Petersburg man ever elected to the State Senate was a Republican — Albert R. Welsh, who was elected in 1928, served in the 1929 legislative session and died before completing his term. Welsh was carried into office by votes of registered Democrats who voted GOP that year for Herbert Hoover for president. Hoover carried Florida — the first Republican to do that in the 20th Century

and the last until Dwight Eisenhower turned the trick in 1952.

Welsh had a background of 25 years as an executive of the Louisville & Nashville Railroad when he came to St. Petersburg and became a Realtor. He was active in civic and religious affairs. A Methodist, he was Florida's one delegate to the General Conference of the Methodist Church in 1920. Welsh may well have been the unsung hero — at least the first outspoken hero — of Republicanism in Pinellas. He called the first GOP political rally ever held in St. Petersburg and then won the Senate seat — a feat then considered almost a miracle.

Except for this interruption of political precedence by Welsh, the biennial elections for the Legislature were monopolized by Democrats. In fact, there were no so-called general elections for legislative offices in those days since the Democratic primary winner was a sure bet every time — except, of course, when Welsh won in 1928.

It was 12 years after Welsh's triumph before another Republican grabbed off a legislative seat. In 1941, Stanley C. Minshall, a St. Petersburg florist who had been a popular mayor, decided to flout tradition and run under the GOP label. He did and he won. But another decade passed before that previously mentioned sudden and almost inexplicable change took place.

The reason for the change was simple. Thousands of new residents of St. Petersburg and Pinellas had come south from the East and Midwest where they had been good Republicans. But in Florida they found no organized GOP, no Republican primaries, no Republican officeholders. Elective offices went to the winners of Democratic primaries. Therefore, the only way for them to have a voice in the selection of local and state officials was to register Democratic. This they did.

This writer should have had sense enough to see the Republican tidal wave coming. In 1918 he decided to become involved in politics and got elected precinct committeeman. His district centered on Cen-

tral Avenue and Boca Ciega Bay. He got a precinct registration list and was shocked to find that only a small minority of the residents were registered, mostly fisher families in the Jungle area. Practically none of the inhabitants of the lush winter homes in Pasadena were on the books. So night after night he canvassed them, at first with little success because mostly he was told that the occupants did not come South until after November. But after he explained the simplicity of absentee voting and offered to help them, with that registrations were heavy. To his acute embarrassment his precinct was the only one to cast a majority Republican vote in the very next election. The County Democratic Committee promptly fired him.

Perhaps to get even this tale is reported. After his election as a Committeeman the county committee had a meeting in the County Building. (It was called the Courthouse in those days.) The session concerned itself primarily with a long and dreary listening to an endless string of orators making windy speeches. Each ended exactly the same. With wild arm swinging and basso profundo voice each speaker would say in conclusion:

"And I believe in the great Democratic principles of Thomas Jefferson."

Somewhat puzzled this writer arose and timidly requested that someone state what were "The great Democratic principles of Thomas Jefferson." There was a long embarrassing silence but no one answered. After the meeting the Chairman chided the neophyte thusly: "You know darned well, Walter, that phraseology leaves the speaker free to believe anything he wants, or nothing if that suits him."

William B. Tippetts, long time county chairman of the Pinellas Democratic party before the Republican take-over, well mirrored attitude and action of the local and state Democratic party of that day. He attended meticulously and well to the routine mechanics of party organization but scrupulously stopped his activities there. He resolutely ignored the state and national parties, endorsed or supported no candidates other than County, would not send a dime to state or national nor invite out-of-county speakers here.

In the first Truman campaign he would not even allow a picture of the party's candidate for the presidency on the walls of county headquarters. This so incensed this writer he had a huge banner made and displayed it on the rear of his car for weeks. It read:

"I am a Democrat. I support the county and state candidates of the Party. I am for Harry Truman too." It apparently neither made friends nor influenced people because Eisenhower carried the county.

Tippetts was the son of a great mother, Catherine Tippetts, who came here with her husband, Col. Wm. H. Tippetts, in 1902, and owned and operated a hotel at Sixth and Central for many years. He died shortly after arriving. Mrs. Tippetts founded the Boy Scouts of Pinellas with the assistance of this writer and Elizabeth Skinner of the great Dunedin family, pioneers in

modern citrus mechanization. She organized the Audubon Society, organized and powered a score of other useful civic and cultural organizations.

The son — one of four children — was a cultured, urbane, judicial type of person and one of great dignity. Only once did this writer see him lose his cool and that incident was an added amusement to this writer because of that usual dignity and urbanity. The occasion was a long, tedious and heavily attended public Democratic dinner, with an unusually large attendance of unknowns and out-of-county people.

At banquet end Toastmaster Tippetts introduced numerous dignitaries to a bored and fidgeting audience. While he talked, a seemingly endless stream of hastily scribbled notes was rushed to him. The tenor of each was: "Don't forget to introduce so and so." He complied for a while but finally blew his top, brushed aside the pile of notes on the podium and in a very irritated voice said:

"If anybody else here thinks he is important, please let him stand up and tell why."

That ended the meeting.

As this is written in 1970, Pinellas had had more registered Democrats than Republicans since its political history began until the 1970 election when the totals were Democrats 127,282, Republicans 130,680, others 6,976, total 264,938. But the figures are misleading and a study of voting patterns proves it. In local elections Republicans top Democrats about three to two.

Even before the surprising victory of Welsh in 1928, a young lawyer from Akron, Ohio, named Merle P. Rudy had come to St. Petersburg to shout the cause of Republicanism. Rudy had been a schoolteacher in Dayton, Ohio, a law student at University of Michigan, an attorney in Akron and a Republican through and through all his adult life.

From his arrival here in 1925, Rudy promoted the Republican Party. He managed to get candidates to stand up to the arrogant Democrats. He became Pinellas Republican Committee chairman in 1936 and before he relinquished that post after the elections of 1948, he had become known as "Mr. Republican." He even sold The St. Petersburg Times on an editorial campaign for two-party politics.

In 1948, Rudy hit the jackpot, so to speak. Pinellas Republicans finally broke loose. They not only gave Tom Dewey the biggest majority vote for President of any county in the country. They swept four Republicans into local office — Tax Assessor H. H. Sterling, supervisor of registration Warren Wright, County Commissioners Edward H. LaVoit and Joseph B. Cramer. One Democrat, John Chesnut, was elected.

Having established the two-party system he had sought for a dozen years, Rudy stepped down after that and Charles E. Fisher, a St. Petersburg lawyer, succeeded him. Two years later, Fisher came up with the three candidates who broke the Democrats' stranglehold on legislative politics in Pinellas. One of them was a young 27-year old lawyer, just two years out of Harvard Law School, named William C. Cramer,

who changed his registration from Democrat to Republican barely in time to qualify as a candidate. The others were political and government novices — Donald C. McLaren, a Central Avenue restaurant owner and B. E. Shaffer, a retired Clearwater nurseryman.

Those Republicans previously registered as Democrats came through again. Cramer defeated Clearwater attorney John W. Rowe, McLaren upset Maurice Schuh, brother of State Rep. Charles Schuh who had been felled by an assassin's bullet. But Shaffer, one of this county's most inept legislators ever, provided the biggest upset of all, beating the talented veteran, Archie Clement who had served five terms. This gave a Republican majority on the county delegation, a hold it has never relinquished.

This writer was in at the birth of the Cramer-Goldner political regime. One day the two law partners invited him to a lunch at the Suwannee Hotel. At that time Cramer was registered as a Democrat. The two baldly stated their purpose and plans. Shrewdly they summarized the lackluster, disorganized, aimless state of the local Democratic party, the potential power of the unorganized "silent" Republican vote.

"Let us," one of them said, "band together. We can capture political control of the county, and run it to serve our own ends for a generation."

This writer declined but the two went ahead and did just what they set out to do.

Clement, in fact, polled 15,000 fewer votes in the general election than he did in the Democratic primary, in which he had a 25,000 majority. At The Times' traditional Winners-Losers Party after the election, Nelson Poynter asked Clement for comment. "If I could find those missing 10,000 voters I could tell you what happened," he replied.

There was no state Senate race in 1950, so Democrat Henry S. Baynard, a St. Petersburg lawyer, retained that office. And Pinellas, for the second time in its history, had a split delegation, but with the parties reversed. Albert Welsh was a Republican senator serving with three Democratic House members. Baynard, a Democrat, found himself serving with three Republican House members.

Beginning with that GOP landslide in 1950, Republicans dominated Pinellas' legislative elections, with only two exceptions, for the next two decades and, as 1970 dawned, there was no indication they were losing any power at the polls. Two exceptions to complete GOP dominance came in 1965 when John T. Ware, a St. Petersburg lawyer and Daniel G. McMullen, a Clearwater lawyer, were elected. Both were promptly beaten for re-election in 1967. Ware, wisely noting the invincibility of the GOP label, switched to the Republican Party in 1968 and won his House seat back. He thus became the county's only legislator ever to be elected once as a Democrat and once as a Republican. In the fall of 1969 he was elevated to the State Senate and in the fall of 1970 Senator W. C. (Bill) Young was elevated to replace the veteran Wm. C. Cramer in Congress.

The performance and effectiveness of Pinellas delegations in the Legislature were so-so, with moments of near-greatness, but more moments when ineptitude ruled the day. A study of the men and women who were elected to that lawmaking body shows a great deal of opportunism and a minimum of qualifications for the important job to be done in Tallahassee. Most were neophyte lawyers seeking exposure and experience.

There was one legislator who rode into office on straight ticket voting and who made the front pages of many state newspapers not by statesmanlike actions or significant debate but because he was photographed slumped in his chair on the floor of the house, reading the comic pages during one of that session's most important bill discussions.

Pinellas Republicans managed to lose the University of South Florida, which the county wanted badly, because they had no status in a Legislature monopolized by Democrats. Hillsborough's Demos, led by Sen. Sam Gibbons who later became a U.S. Congressman, saw to it that Tampa got USF. To turn the insult into injury a location was chosen far from the center of the Tampa-St. Petersburg population.

There were, however, some bright spots. Perhaps the brightest was Cramer, whose election to the Legislature in 1950 was the beginning of the most distinguished career in government of any native son in St. Petersburg history. In Pinellas 10 years residence makes you a "native son." After serving in the 1951 session, he ran for the U.S. Congress in 1952 against U.S. Rep. Courtney Campbell of Clearwater in a district which then included Pinellas, Hillsborough, Pasco and Hernando Counties. Cramer lost. But the margin was slight and in 1954, Cramer tackled Campbell again and won. After that, Cramer was re-elected seven times as the district shed Pasco and Hernando and finally Hillsborough. The seventh time, 1968, the Democrats finally gave up, admitted Bill Cramer was invincible in Pinellas and, for the first time, offered him no opposition.

In 1969, at a time when his seniority and power in Congress had reached an all-time high, Cramer suddenly decided to seek a higher office. He announced that in 1970 he would be a candidate for the U.S. Senate seat of Democratic Spessard Holland, who had decided not to seek re-election. He was defeated by Lawton Chiles of Lakeland, following an attention-arresting walk from Pensacola to Homestead.

Cramer was born Aug. 4, 1922 in Denver, Colo. He came to Florida as a boy, attended public schools and St. Petersburg Junior College where he was class and Student Government president.

After graduation from SPJC, Cramer enlisted in the Navy and served 18 months overseas as a gunnery officer aboard a light cruiser, participating in the invasion of Southern France and other naval engagements.

After World War II, he graduated from University of North Carolina where he was a Phi Beta Kappa and also from Harvard Law School. Back in St. Petersburg,

in 1948, he entered private practice and began thinking about a career in politics. His partner was Herman Goldner, long time mayor of St. Petersburg. He was married to the former Alice Janet Jones of Mobile, Ala. They are the parents of three sons.

Down through the years, it has been this writer's judgment that the two outstanding Democratic Pinellas legislators were Sen. Henry S. Baynard and Rep. Archie Clement, both lawyers from St. Petersburg and Tarpon Springs and Republican Wm. C. (Bill) Young, House member, State Senator, U.S. Congressman.

This opinion, apparently was shared by others. The state's legislative reporters for newspapers, radio and TV and their editors, who decide recipients of The St. Petersburg Times' "Most Valuable Legislator" awards, gave top billing to Baynard, in the Senate, 1947, '49 and '51. He and Verle Pope of St. Augustine were the only men to win three times in the history of the award up to 1970.

Members of the Legislature, in another poll, declared the Pinellas delegation of Clement, James A. McClure, Jr. and Charles J. Schuh Jr. of St. Petersburg to be the "most effective delegation" in the 1947 and 1949 sessions.

Baynard and Clement operated in as diametrically different styles as it is possible to conceive. Baynard was a statesman-politician and Clement was a master finagler, an uncanny floor operator, a deadly bill killer with a kindly heart, and a quipping apology for the author of the bill, whose dispatched bill possibly meant his political demise next election. Baynard's speech technique and manner were unique. Mostly quiet of voice, he had an intensity of spirit that electrified his hearers, words that cut like knives, climaxes that cracked like a bull whip.

This writer was an observer or participant (House member, newspaper reporter, lobbyist, expert consultant) in 12 consecutive regular sessions, including the famed and history-making 1931 special session. He could count, on the fingers of one hand, members of House or Senate during that quarter century who changed votes in floor debate. Of those few Baynard was outstandingly the best. Despite his savage hard hitting attacks, he made no enemies. There were two reasons for that. His hearers usually knew in their hearts he was right. He fought for or against issues, not men.

For that matter, Clement made no enemies either. That was because he made people laugh. This writer well remembers the roar of laughter that responded to his apologetic remark to the Speaker one day, that he wished to offer "a friendly little amendment to the bill." His amendment struck the enacting clause, without which a bill was dead. His amendment breezed through on a gale of laughter.

Baynard served in 1945-47-49-51. He voluntarily retired when a group of Pinellans was seeking to draft him for the Governor's race, in 1952. He had, prior to his senatorship, been County prosecuting attorney and secretary of the State Racing Commission.

Clement served seven consecutive terms in the House, 1937-49, the longest period any Pinellas lawmaker served in one chamber of the Legislature.

S. D. Harris, undertaker and great church leader (Methodist), served a total of 12 years, but not consecutively and not in one House. He and his son, S. Henry Harris, who served three terms in the House, were one of two Pinellas father-son teams. The Senior Harris served in the House in 1917, 1919, 1921, 1925, 1927. He was elected to the Senate in 1931 but died before the end of his term. Henry served in three sessions — 1941, 1943, 1945.

The other father-son duo was John S. Taylor, Sr. and Jr. The Senior Taylor was a state leader in the citrus business, had the good fortune to be just portly enough and strikingly handsome enough to look exactly like a senator. He also had great business and political stature in Mother Hillsborough, so at division in 1912 he was a natural for the House, in which he served in 1913. He moved over to the Senate in 1921 and served eight years there. He was seriously considered for the governorship, would probably have been elected had he not delayed too long to run, in deference to the ambitions of Senator Wm. C. Hodges, of Tallahassee, a close friend who had spent two decades preparing to run. Hodges lost to Fred Cone in 1936 by an agonizing hair, some 365 votes.

Taylor's son, also John S. Taylor (the fourth generation to bear that name, the latter's son was the fifth), was elected senator in 1940 and served one term.

Doyle Carlton, Sr., of Tampa, was Pinellas' senator also for four years, 1917-1921. He was elected governor and served, 1931-1935, during the desperate poverty years, saw the birth of the gasoline tax and homestead exemption. He was a brilliant, dedicated governor, his ability smothered and obscured by the poor times. He eventually ran for the U.S. Senate, seemed sure of election then was defeated in the most surprising upset of this generation, by Charles O. Andrews, of Orlando, a mediocre, colorless man, who was the darling of scores of frenzied "Townsend Clubs." Townsend, a dedicated, fanatical prophet-of-things-to-come, advocated governmental pensions of \$200 a month for all senior citizens. His main point was they had to spend ALL of the \$200 during the month. This, he said, would create great prosperity. Most people thought he was somewhat crazy. (He turned out to be at least partly right, as a better planned, sanely financed social security program proved a few years later. Franklin Roosevelt started it during his famed "100 days" in 1934.)

The clubs had no money, ran no advertisements, but staged the greatest person-to-person campaign ever waged in Florida. Out of curiosity this writer attended one of their meetings in the obscure country town of Fort Meade in Polk County one night, was amazed and frightened at what he heard, rushed to Tampa the next morning and tried to alert Carlton. He was unimpressed and undisturbed. He pointed to a Tampa Tribune editorial of a few days previously

which had addressed a public letter to Andrews, pointing out that his election was an impossibility and that he should save the State the \$100,000 necessary to hold an unnecessary election by withdrawing. But the Townsendites elected their man, to almost everybody's amazement.

Carlton's son, Doyle Carlton, Jr., who was a very able state senator, ran for governor against Farris Bryant in 1960, lost narrowly because of inept campaign advisers and managers.

Cramer was not the only St. Petersburg legislator to make a further and brighter mark in politics and government in years after service in Tallahassee.

Charles R. Holley, an attorney, who was elected to the House in 1960 and 1962, was the Republican nominee for governor in 1964 and polled more votes — 686,297 — than any other GOP candidate for that office up to that time. Political prognosticators of that day saw Holley's votes as an omen presaging the impending election of a Republican governor and they were right. In the very next go-round, in 1966, Claude R. Kirk, Jr. proved such predictions to be accurate. Holley eventually was appointed a Circuit Court judge by Kirk and, in 1970, was a candidate for the State Supreme Court, losing dismally.

Ray C. Osborne, a St. Petersburg attorney and one-time law partner of Holley, was elected to the 1965 and 1967 Legislatures. In 1968 he was an unsuccessful GOP nominee for a seat on the Public Service Commission. In 1969 he became Florida's first lieutenant governor in this century, by choice of Gov. Kirk. He cast his eyes toward higher office, too, in 1970, announcing his candidacy for the U.S. Senate. As such he headed toward a primary contest with Cramer, lost.

James T. Russell, a three-term GOP legislator, 1959-61-63, was appointed in 1969 to be state attorney for Pinellas and Pasco Counties. Douglas J. Loeffler, an attorney who served in the 1961 and 1963 session, later was elected a Criminal Court of Record Judge.

This writer, who served two terms in the Legislature, tried once, in vain, to get elected to the Senate, has been active in county Democratic politics for years and a Democratic State Committeeman for more years, has no intention of making this a report of his own political activities. But a personal anecdote or two seem worth telling.

In the 1930's, this writer, for seven years had been engaged statewide and professionally in the tangled business of unscrambling the chaotic and disastrous public bonds of county and cities; was widely accepted as perhaps the outstanding authority in that field who operated on the side of the people and taxpayers, as contrasted with the bond and money men. He was outraged to find how the state laws were stacked in favor of money and unfavorable to the taxpayers. He became resolved to go to Tallahassee to rectify that. He got elected. He had a squad of the most expert people available in the state to draft legislation to cure the evils.

Arriving at Tallahassee he was shocked to find that a freshman House member from a large South Florida

county was the lowest form of political life in Tallahassee. Nonetheless he introduced his battery of bills. Not one ever got out of Committee and onto the bill calendar. Personal friends of his, on the money side, laughed at him in a rather friendly way as they slaughtered his bills in committee after a bored listening to his vocal efforts to make involved matters of finance understandable and effective to a disinterested and uninformed committee.

Fortunately this writer was not so naive as to have based his campaign for election on the basis of his legislative program. He had been in the business long enough to know that when one starts talking in involved and numerous figures and statistics his listeners go dumb, blind and deaf.

He got elected in this wise. His first political rally was at Seminole. Timid and ignorant he did not know how to start vote gathering. Seeing his dilemma Henry Baynard (later Senator Baynard), volunteered aid. It was invaluable, he followed it and won. Said Henry:

"In these communities there is usually one key man who can get you the votes. Want me to help you? Then, come on."

There were introductions to an elderly man, named Campbell, if memory serves aright. Mr. Campbell offered to work, and took off with a fistful of literature. A bit later he came back, and said apologetically: "I'm sorry, but I can't work for you. I am told that you live in the most expensive house in St. Petersburg." (Seminole then was for farmers.)

Said the candidate:

"That was true, Mr. Campbell. That house cost \$250,000 and I sure loved living in it. But you know what? A danged insurance company foreclosed a dinky little \$30,000 mortgage, threw me out, piled my furniture in the street, that's what. I found an old abandoned store down the street, moved in, and that's where I live, 1800 Park Street North. Come see me sometime."

"Is that so?" says Mr. Campbell, very sympathetically. He walked away, came back in a few minutes with eleven ladies of varying ages. They were the school teachers of the area.

"Ladies," said Mr. Campbell, "I want you to meet my friend. He is running for the Legislature."

The candidate carried the precinct. That was his only appearance in it.

And then there was Ozona. Having learned a few of the ropes by time of the rally there, he sought and found the bellwether of that community, an elderly fine gentleman and besought his support. The old man agreed, accepted a large batch of literature, started off through the crowd. He soon returned, unhappy and embarrassed and reported that he was sorry, but "I can't support you. I am a member of the Temperance Society and I am told that you are a likker head."

Whereupon the following conversation took place:

"What is your definition of a 'likker head'?"

"Well, a man that drinks too much whiskey, I suppose."

"Would you be interested in my definition of a 'likker head'?"

"Yes."

"Well, a likker head is a person who lets the drinking of whiskey interfere with his business. How does that strike you?"

"That sounds reasonable to me."

"All right, then, let me tell you my program. I am on hand when the legislative session starts Monday morning, attend all committee meetings, answer every roll call, read all the bills I can; and don't take a drink from Monday morning to Friday afternoon, when the Legislature adjourns for the weekend. I get fairly drunk Friday night and I get as drunk as Hell Saturday night, and have myself a time. I sober up and go to Church Sunday and turn up at the Monday morning session as sober as a judge. Is that program all right with you?"

"Yes, it is," and the old man sounded a bit envious, but he happily took back the literature and hustled off into the crowd.

The candidate carried Ozona.

Quite frequently the "issues" that elect a candidate aren't the ones on his campaign literature, or the ones published in the newspapers.

But this Republic has seemed to do pretty well, in spite of one favorite cynical definition of "what is a Democracy?" Which is:

"A Democracy is a country which is rich enough to be able to afford being governed by amateurs." It will be better, of course, if the amateurs have enthusiasm, an open mind, closed pockets, and a love for their fellow man. Fortunately for this country, a lot of people feel just that way.

LEGISLATIVE DELEGATIONS.

(Pinellas County, 1913-1970; County Activated in 1912.)

Session Representatives

1913	John S. Taylor, Sr. — Citrus Largo	(D)
1915	F. A. Wood — Banker St. Petersburg	(D)
1917	S. D. Harris — undertaker St. Petersburg	
1919	S. D. Harris — undertaker St. Petersburg	
1921	S. D. Harris — undertaker St. Petersburg	
1923	M. W. Ulmer — Citrus — Largo	(D)
1925	S. D. Harris —	
1927	Frank J. Booth — Atty Clearwater	(D)
	James Booth — Atty St. Petersburg	(D)
	S. D. Harris —	(D)
1929	Frank J. Booth	(D)
	Kenneth W. Kerr — Atty — Dunedin	(D)
	W. F. Way — Atty — St. Petersburg	(D)
1931	Frank J. Booth	(D)
	Herman A. Dann — Bldg Supplies	
	St. Petersburg	(D)
	J. L. Kelly — Atty — Clearwater	(D)
1933	Frank J. Booth	(D)
	C. I. Carey — Atty St. Petersburg	(D)
	J. Locke Kelly — Atty Clearwater	(D)
1935	Charles W. Hunt — Hotel — St. Ptsbg	(D)
	J. Locke Kelly	(D)
	Jack F. White, Sr. — Atty — Clearwater	(D)
1937	W. D. Outman — Real Estate Broker	(D)
	St. Petersburg	
	Walter P. Fuller — Real Estate Broker	(D)
	Archie Clement — Atty — Tarpon Spgs	(D)
1939	W. D. Outman	(D)
	Archie Clement	(D)
	Walter P. Fuller	(D)
1941	S. Henry Harris — Atty — St. Ptsbg	(D)
	Stanley C. Minshall — Florist — St. Ptsbg	(D)
	Archie Clement	(D)
1943	S. Henry Harris	(D)
	Mary Lou Baker — Atty — Clearwater	(D)
	Archie Clement	(D)

Senators

W. F. Himes — Attorney — Tampa	(D)
W. F. Himes —	(D)
Doyle E. Carlton, Sr.	(D)
Doyle E. Carlton, Sr.	(D)
John S. Taylor, Sr. Largo	(D)
John S. Taylor, Sr.	(D)
John S. Taylor, Sr.	(D)
John S. Taylor, Sr.	(D)
Albert Welsh — St. Petersburg (Died in office)	(R)
S. D. Harris	(D)
James F. Sikes — Tarpon Springs (Moved to St. Petersburg)	(D)
James F. Sikes	(D)
J. Locke Kelly — Atty Clearwater	(D)
J. Locke Kelly	(D)
John S. Taylor, Jr.	(D)
John S. Taylor, Jr.	(D)

Representatives

Senators

1945	S. Henry Harris Mary Lou Baker Archie Clement	(D) (D) (D)	Henry S. Baynard — Atty — St. Ptsbg	(D)
1947	James A. McClure, Jr. — Atty St. Petersburg Chas. J. Schuh, Jr. — St. Petersburg Archie Clement	(D) (D) (D) (D)	Henry S. Baynard	(D)
1949	James A. McClure, Jr. Chas. J. Schuh, Jr. Archie Clement	(D) (D) (D)	Henry S. Baynard	(D)
1951	William C. Cramer — Atty. — St. Pete. Donald C. McLaren — St. Petersburg Restaurant Owner B. E. Shaffer — Rtd. — Clearwater	(R) (R) (R)	Henry S. Baynard	(D)
1953	Fred C. Petersen — Real Estate Broker St. Petersburg Donald C. McLaren B. E. Shaffer	(R) (R) (R)	J. Frank Houghton — Atty. St. Petersburg	(R)
1955	Fred C. Petersen Charles R. Johnson, Jr. — Army (Retired) St. Petersburg	(R) (R)	J. Frank Houghton	(R)
1957	Fred C. Petersen Thomas M. Carney — Atty. — St. Petersburg. B. E. Shaffer	(R) (R) (R)	J. Frank Houghton	(R)
1959	James T. Russell — Atty. — St. Petersburg. Thomas M. Carney B. E. Shaffer	(R) (R) (R)	J. Frank Houghton	(R)
1961	James T. Russell Charles R. Holley — Atty. Douglas J. Loeffler — Atty. St. Petersburg.	(R) (R) (R)	C. W. Bill Young — Ins. — Seminole	(R)
1963	James T. Russell Charles R. Holley Douglas J. Loeffler	(R) (R) (R)	C. W. Bill Young	(R)
1965	John T. Ware — Atty. — St. Petersburg Mary R. Grizzle Ray C. Osborne — Atty. — Redington Bch. Daniel G. McMullen, Jr. — Atty. Clearwater Charles E. Rainey — Business Analysis Clearwater	(D) (R) (R) (D) (R)	C. W. Bill Young	(R)
1967	John J. Savage Mary R. Grizzle Ray C. Osborne Charles E. Rainey (Note) Ed. S. Whitson, Jr. — Atty. — Clearwater A. S. 'Jim' Robinson — Ins. St. Ptsbg. Don H. Stafford — Ins. — Largo William H. Fleece, Atty. — St. Ptsbg. Jack Murphy — Radio — Clearwater	(R) (F) (R) (R) (R) (R) (R) (R) (R)	C. W. Bill Young	(R)

Representatives**Senators**

*1969-	Jack Murphy	(R)	C. W. Bill Young	(R)
70	Mary R. Grizzle	(R)		
	John T. Ware	(R)	Harold S. Wilson	(R)
	A. S. Robinson	(R)		
	William H. Fleece	(R)	Henry Saylor	(R)
	Roger H. Wilson, Ins. St. Ptsbg.	(R)		
	John J. Savage	(R)	Richard Deeb	(R)
	Don H. Stafford	(R)		
	Ed. S. Whitson, Jr.	(R)		

*Annual sessions started in 1970. Rainey switched to the County Commission. Was promptly elected Chairman. Roger H. Wilson took Rainey's place in the legislature.

In 1970 the entire legislative delegation was re-elected with Ware replacing Young in the Senate and Stafford moving up to the States' second Lieutenant Governor in modern times. The two house vacancies were filled by Don Crane and Dennis McDonald.

Special Report IV

LAW ENFORCEMENT

W. A. Sloan was appointed town marshal in March, 1892 to enforce the law in this newly born town of St. Petersburg. He was paid \$20. a month plus \$1. for each conviction before the Mayor, who doubled as Police Court judge. He also had authority to hire temporary policemen at not more than \$1.50 a day. Sloan provided his own transportation — a horse and saddle and a stout pair of shoes.

That was perhaps less than \$325. per year for the residents of St. Petersburg — slightly more than \$1. a year per person.

In October, 1965 rated personnel of the Police Department was 257 officers, 85 civilian employes, three Municipal Court judges, two trial lawyers, a total of 345 persons for 202,000 people. The cost based on the October 1, 1965 — September 30, 1966 budget was \$2,160,050. or \$10.70 per person, and one policeman for each 786 people.

The 1969-1970 Police Department budget is \$3,950,335. Personnel totals 308 policemen, 15 cadets, 5 special officers, 56 street crossing guards, 135 civilians and 3 full time judges with a fourth on call.

This is 560 citizens per police officer, showing a decided improvement over the 688 of four years ago, but cost has risen to \$18.37 per person. Both quotas are high compared with national standards but quite reassuring considering the relatively law abiding citizenry.

Largely motivating the Council to increase police funds was the unpleasant and potentially dangerous garbage collectors' strike of the summer of 1968. Unfortunately, Council and Manager used much less than good judgement but the workers and Chief Smith used restraint and patience, as did the members of the police force.

It would seem Sloan had the better deal, certainly the 1892 citizens had a cheaper price tag. Their incomes were also a fraction of that today.

Man of Many Duties

But that does not nearly balance the books, or show the 77 year contrast, because Marshal Sloan, besides his conventional police duties, also was charged with the following chores, not now handled by the Police Department. Examine all dangerous stove pipes and chimneys, inspect privies, inspect licenses, gather stray live stock. These tasks are now handled by the Fire Department, the County Board of Health, the SPCA, the City License Bureau and various State agencies.

Theoretically Mr. Sloan could summon a Hillsborough County Sheriff, probably never did, while Federal law officers were to him but a vague theory. Modern police, by contrast, contend with/or cooperate with layer after layer of State and Federal law officers, inspectors, investigators and agents of literally scores of Departments, Boards, Bureaus of State and Federal constitutional and legislative agencies.

Even a wider gap however is the difference in authority and power of the lone Town Marshal and the police department today, particularly in the light of recent U.S. Supreme Court decisions and other court rulings regarding legal services for indigents; bonds, rules of evidence, search warrants, confessions and pretrial hearings of discovery.

The Town Marshal could, if he suspected gambling taking place in a private residence, enter without a search warrant, forcibly if necessary. He could arrest, with or without a warrant, and carry the offender forthwith before the Mayor. He was a man of power. Oddly, in far off Washington, D.C. almost similar powers have been given the Capitol police recently.

The Town built a jail for Sloan at a cost of \$37.68, this building being 8 by 12 feet and 10 feet high. It was located at Ninth Street and First Avenue South. It was ribaldly called the Hoosegow.

New Charter In 1903

In 1903 a new Charter was approved by the Legislature, making St. Petersburg legally a City. The first Charter was adopted under a State law allowing a community to become an incorporated town with standardized powers. The population, meanwhile, had increased from 274 in 1890 to 1575 in 1900, with an additional influx by 1903. The 1903 mayor-commission Government was similar to the 1892 form. In each instance a candidate ran for the office of mayor rather than that of commissioner.

James J. Mitchell was appointed chief of police in 1903 at a salary of \$100. a month with four policemen under him. He also served as jailer for the new jail, an old grocery store at 345 First Ave. S. With various improvements and additions, this ramshackle structure remained the address of the Police Department until it was removed to 1300 First Ave. N., Sept. 9, 1952.

City Hall was established in 1907 immediately west of the Police Station in the large building originally erected by Edwin H. Tomlinson in 1902 as a boys' military academy. It continued as such until the present City Hall building was constructed with a PWA loan grant, and dedicated Nov. 28, 1939. To meet PWA rules it legally was named the Public Utility Building. Both police headquarters and City Hall were inadequate long before they were replaced.

Chief Is Murdered

Chief Mitchell's tenure of office and life was abruptly ended on Christmas Day, 1905, when he was murdered by John Thomas, a drifter, wanted on the Florida East Coast and in South Carolina to face criminal charges.

Christmas morning, acting in his capacity as special deputy sheriff of Hillsborough County, Mitchell arrested a man on a charge of disorderly conduct. This man was quietly walking toward jail alongside Mitchell when Thomas, in no way involved in the incident, slipped up behind Mitchell, drew a knife and stabbed him through the heart. He turned to face his unexpected assailant and dropped dead.

Both men ran but Policeman Murphy stopped them with a warning bullet and took Thomas to jail. An angry, armed crowd quickly assembled and demanded the slayer. The jailer and officers refused to turn him over, whereupon the steadily increasing mob, thoroughly enraged, got ladders, climbed to the second story cell where Thomas was and literally shot him to pieces. They then broke open the jail doors, cut and stomped the body.

Mitchell was the first of the St. Petersburg police officers killed in the line of duty. Eight were murdered, two killed in automobile accidents, one in a motorcycle mishap.

Mitchell was a native Georgian who had retired after years of service with the ACL Railroad, and come to St. Petersburg because of ill health. He had a wife and four children.

The list included: James J. Mitchell, murdered, Dec. 25, 1905, E. A. George, murdered, Sept. 16, 1908, Wayne Barry, murdered, May 23, 1929, W. Eugene Minor, murdered, Oct. 25, 1929, Frank A. Pike, automobile accident, May 19, 1933, James A. Thornton, murdered, Oct. 16, 1937, William G. Newberry, murdered, Oct. 17, 1937, James J. Goodson, murdered, Dec. 24, 1947 (Died next day), Gene A. Bessette, motorcycle accident, Nov. 10, 1961, James A. Krupp, automobile accident April 15, 1964, Charles L. Eustes, killed while answering a call to stop a domestic quarrel, Sept. 24, 1967.

Easters Becomes Chief

A. J. Easters was appointed chief following the death of Mitchell in 1905, and served until 1921. His 16-year tenure was the longest continuous term as chief in the history of the city, although E. D. (Doc) Vaughn served a year longer but over two periods.

The roll of Police Chiefs is as follows:

1. James J. Mitchell — 1903-1905 — 2 years.
2. A. J. Easters — 1906-1921 — 15 years.
3. Edward J. Bidaman — 1921-1923 — 2 years.
4. James Coslick — 1923-1928 — 5 years.
5. E. D. Vaughn — 1928-1934 — 6 years.
6. Raymond H. Noel — 1934 — 1 year.
7. E. D. Vaughn — 1934-1945 — 11 years.
8. Jacob Riley Reichert — 1945-1958 — 13 years.
9. E. Wilson Purdy — 1958-1963 — 5 years.
10. Harold C. Smith — 1963 — Present.

In assessing the Police Department and charting its development and growth, the regimes of Sloan and Mitchell should be passed over lightly. Their duties reflected their responsibilities, shepherding a quiet little wilderness village with few crime problems.

With pride, St. Petersburg citizens can recall that their Police Department has kept pace in its methods and equipment with the city's growth.

Chief Easters was a fat man with a jolly manner. He was a good officer. The first paddy wagon was acquired and used by him. Motorcycles came into use under him. Policemen then were required to purchase their own vehicles, but there was no lack of candidates for these "Hell Wagon" drivers.

A temporary detention room for the police and emergency telephone was set up in the new Sunset Park at the west end of Central Avenue. There then was no radio and streets were few and poor.

Two Slayers Lynched

Two ugly incidents occurred during Easters' administration. The murder of a policeman and the killing of his slayer occurred in 1908 and an even uglier murder and lynching occurred in 1914.

Sept. 16, 1908, Officer E. A. George arrested a man named Neve Abrarno. The record fails to show the original charge. As he entered a cell Abrarno suddenly grabbed George's revolver and shot him. The officer died instantly. Abrarno retreated into the cell with the gun still in his possession.

Other officers tried first to smoke him out and then to overcome him with a stream of water from a fire hose. Both efforts failed, whereupon one of the officers, Horton Belcher, shot him to death. The killing of Abrarno was ruled "justified" by the court.

Belcher, member of an old and honored pioneer family, made a distinguished record later as a deputy sheriff, soldier in World War I and in other fields.

The 1914 affair involved Edward E. Sherman, 51, and his wife, two men, a disgraceful mob, a lynching turned into a public spectacle and a complete breakdown of law in a civilized society.

The Sherman Murder

Mr. and Mrs. Sherman lived at 29th Street North and Johns Pass Road (now 30th Avenue North) at that time a lonely and isolated neighborhood. On the night of Nov. 11, 1914 the two men entered their home forcibly. Their names were John Evans and Ebenezer Tobin. Their motives appear to have been revenge on the part of Evans, who had worked for Sherman and been discharged after a robbery in which Tobin participated. Sherman was shot while he slept. The two men then demanded money of Mrs. Sherman, who offered to give them a check. They refused. They beat her until she handed over \$102. in cash. After they left, she crawled a mile to neighbors and they had to run a mile to a telephone.

The next morning a large group of citizens formed search parties, went to the Negro area and seized Evans and a Will Marshall. The latter was later released. Mrs. Sherman, in a hospital and under sedation, failed to identify Evans, and he was released. Later, citizens found a bloody shirt and a revolver in an outhouse at Evans' home. He was arrested and put in jail.

News Reports Differ

A crowd of some 35 or 40 men gathered at the jail that night. Printed accounts vary as to what happened then. The St. Petersburg Times reported there was a jailer and two policemen on duty. The Tampa Tribune said the jail was unguarded. One account says the crowd tore bricks from the jail wall and entered to seize Evans. Another says the crowd threatened the police with a score of guns, got the keys, opened the jail and seized Evans.

In any event, two street cars and a procession of automobiles, all well-lighted, moved from downtown Central Avenue to Ninth Street and Second Avenue, South, with Evans, for the obvious and open purpose of hanging him. He was finally hanged on a third try. First a rope was thrown over a trolley wire, but it wasn't strong enough. Then the proceedings were moved to a nearby oak tree but the crowd insisted the spot was too dark. So a pole was used and as the man was hoisted up a veritable hail of bullets was fired at him. One paper said 500 shots were fired; the other estimated 1,000.

The body was left hanging until the next morning. Practically the entire citizenry, white and black, visited the scene, before the body was taken down the next day.

Ebenezer Tobin eventually was arrested. After a trial, Oct. 17, in the Circuit Court, he was found guilty of first degree murder and hanged Oct. 22, 1915.

Bidaman Follows Easters

Chief Edward J. Bidaman's impressive public record prior to coming here from Terre Haute, Ind., made his appointment in 1921, as successor of Easters, popular. It must be said, however, in all candor that as so often happens in this city and county, public officials with impressive records in their home areas, acquired in younger years, often turn out less than satisfactory here, when serving in their senior years.

Despite the fact automobiles had been used by private citizens in the city beginning approximately with the new century, the Police Department did not use automobiles until 1922, under Bidaman.

Because the first surges of the fantastic 1925 Boom were flooding the town with new people, Bidaman won approval for an increase in the police force to 20 men and the salary of chief was increased to \$200. monthly.

The development of a power struggle between Mayor Frank Pulver and the City Commission, precipitated by the adoption of a new Charter Aug. 14, 1923, which changed the method of electing the mayor and curbed the powers of his office, made Bidaman a principal participant in an unseemly and ridiculous situation. Pulver wanted him to stay but the commission wanted a new man — James Coslick, captain of a local company of the National Guard, which had been called out for the Mexican border trouble.

Two Police Chiefs

The Commission fired Bidaman and appointed Coslick Oct. 31, 1923. Bidaman refused to surrender the keys of the jail and Pulver backed him up. Both Bidaman and Coslick claimed to be chief and so functioned; each with some of the police officers reporting to him. The Court finally decided, in March 1924, that Coslick was the legal chief, but Bidaman and all his men received back pay for all the time they had served.

Chief Coslick's term in office was not distinguished by any changes, the hectic Boom days not being conducive to reform or innovation except that the 1927 Legislature passed a law establishing, for the first time, police pension funds for all Florida Cities.

E. D. (Doc) Vaughn replaced Coslick in 1928, being appointed by a new administration headed by Mayor John N. Brown. Brown had been county clerk, President of the Chamber of Commerce and built the town's second large, modern hotel, the Suwannee.

Vaughn was a Florida cracker, politically minded and versed in the old fashioned one party (Democratic) way of doing things.

One-way radios were first installed in police cars during this administration. If an answer was called for, the officer had to find a telephone and phone in. But that was the only radio system in the county for law officers.

Sharpe Fires Vaughn

Vaughn continued in office until late in 1934, when the City's second city manager, Carleton F. Sharpe fired him and promoted Raymond H. Noel to chief. He served less than a year.

The 1931 Charter was drawn by a Citizens' Committee in response to widespread citizen dissatisfaction with turmoil at City Hall, occasioned by short terms of commissioners and mayor, general unrest caused by the hard times of the post-Boom period, the recall feature in the old Charter and growing pains intensified by a desperate shortage of City funds. The recall provision had been used successfully against Mayor Noel A. Mitchell and was tried unsuccessfully against Mayor Pulver.

The city manager form of government has since been in effect. An important change was that management of the Police Department was switched from the Mayor or the Mayor and Commission to the City Manager.

Noel, used to the old way of doing things, refused to take orders from the Director of Safety, who had been appointed by the City Manager. So he was fired. He appealed to the Civil Service Board but lost.

Vaughn Returns

Vaughn then returned during his second hitch, substantial progress was noted. In 1939, the first two-way police radio station was installed, WQMZ. This increased the mobility and efficiency of men and equipment. Eventually, the County Sheriff installed similar equipment as did Clearwater, the Florida Forestry Service at Dunedin and Pinellas Park.

In 1940 the Reserve Police was organized, public spirited men of business, the professions and industry belonging thereto. They are available in emergencies.

Additional policemen were added as the City grew; never enough, with never enough pay, by National standards and based on professional opinion. St. Petersburg being notoriously a law abiding town due to the overbalanced (by national averages) number of Senior citizens, the relatively high educational and income level of the general citizenry, the low quotient (again by national average) of unskilled and semi-skilled wage earners and the absence of crowded slums, there has never been generated enough pressure of public opinion to force a relatively larger body of police officers on a per capita basis.

After the death of E. A. George Sept. 16, 1908, 21 years elapsed before another police officer died in the line of duty. May 23, 1929, Officer Wayne Barry was killed. He was 29 years old. He was the first of four officers to be murdered while Vaughn was chief.

That night, Herman Merrill was awakened by a noise in the living room of his home which was on the edge of the northside Negro area. He went downstairs to investigate and bumped into an intruder, presumably a burglar. While struggling with the stranger, Merrill was shot.

His wife told police she heard sounds like a struggle. There was a shot and she rushed to the living room to see her husband lying on the floor, dead. She called the police; then she fainted. The slayer escaped through the back door of the Merrill home (917 Arlington Ave. No., later the site of a funeral home) and ran through the streets with a gun and a flashlight in his hands.

Meanwhile, Detectives Wayne Barry and Edward Patrick had staked out a home nearby where they thought a shipment of liquor was to arrive that night. When they saw a man running with a gun in his hand, they gave chase on foot.

Police In Gunfight

Barry took the lead, followed by Patrick, who had slowed to pull his gun. The man hid behind a house and, as the officers approached, he fired at them, missing both. A second hit Barry, killing him instantly. Patrick then shot the man three times, killing him. The man's name, it was learned later was George Jones a Negro and former convict.

Mr. and Mrs. Merrill were prominent and respected citizens. Merrill was a lawyer, peppery despite his 80 years. He had many properties in the Negro area, refused to move from his home despite the fact blacks had largely taken over the area. His wife had a leading part in many social and civic affairs.

Barry's death was followed by the murder of another officer Oct. 25 of the same year. W. Eugene Minor, a popular officer, was killed shortly before dawn. He was attempting to arrest Sam Wiggins for chicken-stealing. During a struggle Wiggins reached into his car, pulled out a shotgun and shot the veteran officer in the back. Wiggins then got into his car, drove up the street four blocks, turned around and came back past the murder scene.

Later in the day, Wiggins was killed by two Clearwater policemen maintaining a roadblock on Haines Road (now U. S. 19) six miles south of Clearwater. As Wiggins was driving north on Haines Road, he saw the roadblock and swerved his car to avoid it. One of the officers fired a shotgun blast at Wiggins' automobile. Wiggins fled the car and ran into a swamp trying to escape. He came out of the woods about three miles down the road where he was stopped by two Clearwater policemen. Wiggins pulled a gun but before he was able to shoot he was shot twice by one policeman, then hit by a shotgun blast from the second.

Two Officers Slain

Two other police officers were killed in the line of duty while Vaughn was chief. They died a day apart,

but as the result of one incident. James A. Thornton and William G. Newberry, working together, were shot by J. C. (Honeybaby) Moses, at 9 o'clock the night of Oct. 16, 1937. Thornton had started his very first day's work on the force at 4 p.m. He and Newberry were on duty at a carnival operating at what was later Campbell Park, on the east side of 16 Street South at about Seventh Avenue.

Because he was apparently drunk and was creating a disturbance they had ordered Moses to leave the grounds, which he did. But he got a gun and returned and shot both without warning. Thornton, a member of a pioneer family, died instantly. Among his survivors in his immediate family was a twin brother, Earl. Newberry died at 4 a.m. the next day.

Moses fled and went to the home of a girl friend at 1340 1/2 Third Avenue So. She put him in a room and padlocked the door. Meanwhile, police were tipped off where he was, and surrounded the building. As they broke into the room where Moses was, he stepped from behind a curtain with a loaded gun in his hand. Officer, J. Z. Stanley ordered him to drop the gun and when he didn't, shot Moses twice.

Crowd Demands Body

Soon, an angry crowd appeared outside the house demanding that police deliver the body of the murderer, so they could hang it up for public display. Vaughn asked the crowd to go home. When a hearse drove up to take the body away, someone stole its keys. Vaughn got up on top of the hearse and persuaded the crowd to disperse.

The body then was removed to the Williams Funeral Home where another crowd gathered, demanding to see the body. Police let the crowd pass by the open casket containing the body. Someone thought he saw the body breathe. The crowd was hurried out and a doctor brought in, whereupon Moses was proclaimed officially dead. Stanley was exonerated by an inquiry jury of the blame in the shooting. It was ruled justifiable homicide.

The Modern Era

The modern era of the Police Department can properly be dated from the appointment, in 1945, of J. R. Reichert as chief to succeed Vaughn. Reichert served very acceptably until he voluntarily retired, a method of termination of a chief's tenure which had not occurred before for a long time. He was appointed by Manager Sharpe.

Police Headquarters was moved, after two decades of conversation, to modern quarters at 1300 First Avenue North. This was one of the first major accomplishments of the 10-year tenure of Ross Windom as City Manager.

The City established a policy of purchasing all police cars, motorcycles and equipment, except uniforms, which the men were required to buy.

The first juvenile bureau was established to work

with the Juvenile Court Judge. The bureau had two plainclothesmen with special training.

One policeman was killed during the long tenure of Reichert. James J. Goodson was shot Dec. 24, 1947, and died Christmas Day. His killer was a Negro, Willie Primos. Goodson was helping Officer Coleman Powell arrest Primos, who was involved in a fracas on 22nd Street South near Ninth Avenue. Primos apparently tried to shoot Coleman but two of his bullets hit Goodson, in the hip and head.

Primos surrendered to police officers the next day in Pinellas Park. He claimed he was drunk and did not remember what happened at the time of the killing. He was tried and convicted of murder in the first degree and executed.

The Purdy Regime

The Police Department moved to its present high plateau of standards and performance with the appointment of E. Wilson Purdy as chief to succeed Reichert in 1958. Purdy was St. Petersburg's first really professional police chief — an articulate, university-trained law officer, well versed in law, public and human relations and police administration. He remained here only five years. During that time he painstakingly created a department with more efficiency than had been known here in all the previous six decades of police activity put together.

Purdy was born in Belding, Mich., received a degree in police administration at Michigan State University and studied at the Southern Police Institute at the University of Louisville. He was an Army military police captain in World War II and, for 12 years, an FBI agent before becoming St. Petersburg's chief. He was FBI agent-in-charge in St. Petersburg when Reichert quit.

He stayed here until January, 1963, when he became commissioner of The Pennsylvania State Police for Gov. William W. Scranton. In December, 1966, he became director of the Dade County (Miami) Public Safety Department, a job comparable to that of a county sheriff.

When he celebrated his third anniversary at Miami Dec. 19, 1969, he had acquired the unique distinction of being the only police administrator in the county with experience at the city, county, state and national levels as well as the military. At Dade, he headed the biggest police department in the Southeastern United States.

Purdy established an official uniform color for police cars, white and green. Uniforms were changed in color and design and he got the City to furnish uniforms and supplies, as well as training, as a City responsibility.

His training program was quite thorough. Police in-service training schools were established. A steady stream of officers was sent for specialized training to the FBI in Washington, police institutes at Northwestern University in Illinois and University of Louisville, Florida State University and St. Petersburg Junior

College. He founded the St. Petersburg Police Academy to train recruit policemen at the starting level, then insisted they continually upgrade skills at bigger schools and by attending conferences, seminars and short courses.

The old vice squad (frequently one man) was enlarged to five men, and renamed the Intelligence Unit. Its field of work was enlarged to include, among other things, internal security.

Getting away from the old hit-or-miss days of public relations being left mainly to the daily casual contact between the Desk Sergeant and newspaper and TV police reporters, plus a rare session between an editor and the Chief when big events brewed or blew, Purdy established planned public relations channels.

Spurred by Purdy, St. Petersburg Junior College added a Police Administration School offering training for all types of personnel from police stenographers and secretaries to modern scientific crime detection officers. There are also 15 cadets training at the college designed to become police officers when they become 21.

Training at St. Petersburg Junior College's police administration school has become mandatory for local police. It is an intensive 10 weeks course.

A Youth Aid Bureau and Service Division was added to previously existing Court aids in Juvenile Court procedures.

When Purdy resigned, City Manager Lynn Andrews selected a successor from the Police Department in Harold C. Smith, a native of St. Petersburg, a uniform captain with 14 years police experience to his credit at time of his appointment. His years of service totaled 23, seven of them as chief, when this report was written.

Smith scrupulously maintained and expanded the Purdy concept of modern police work. He is an exceptionally good officer.

City Workers

The 1968 garbage workers strike was the most severe test Chief Smith has faced. He chalked up a good score despite the unavoidable explosive situation. Unfortunately there were other problems which could have been avoided. The strike could better have been called a work stoppage, there never being a formal strike. The workers were not unionized.

The trouble began about May 6, 1968. It is necessary to use the word "about" because of the way the affair started and actually there were three work stoppages; the first for three days, the second for seven and the final one for four months.

The garbage men won the struggle. They had met with Manager Andrews and Robert Statler, head of Public Works, asking better hours, working conditions and more money. Andrews and City Council were adamant. Best offers were miniscule as to money, nil on change in conditions.

Open conflict began when for three days a large number of men failed to report for work. Those quitting reported at the south side garbage department building on Thirteenth Street and sought to persuade their fellow workers not to man the trucks.

The same thing but on a widened scale occurred a few days later and lasted for seven days.

On the third try a few days later perhaps three-fourths of the men refused to man the trucks. A few never did quit. None of the men serving the downtown commercial area ever were involved in the struggle but benefited from all the gains.

While the organization of the workers was informal they handled themselves well. Natural leaders developed. Many meetings were held. The police maintained order at all times; were on hand at the right places at the right times, were firm but never got rough.

The city strove mightily to employ enough new men to give adequate service, even advertised out of state and induced many to come. The work is tough and few proved to be satisfactory replacements.

Sympathy of the citizens generally favored the strikers. This was natural and garbage service, particularly picking up yard trimmings, had been chronically bad and the haul of garbage in the family car to the Toytown dump was a long and distasteful one.

The city finally gave in and settled handsomely. The old scale was a 40 hour week and \$78. pay. The new arrangement is a 48 hour week; 40 assured and 8 on chancy overtime with a 50 percent pay bonus per hour. Workers have a 4 day week with Wednesday, Saturday and Sunday off. Pay \$109.20.

Charles Kaniss presently in charge of the department, started his job as the strike started. He and his assistant, are due much of the credit for its happy termination. Kaniss replaced Walter Schultz who was a veteran employee at the time of his resignation.

A futile footnote and a comical and classic example of locking the stable door after the horse was stolen was the hurried adoption by Council of an anti-riot ordinance — No. 165 E during the course of the strike.

It was first adopted at a rush, rush, special Council meeting on a Sunday. Feeling the proceedings were possibly illegal the ordinance was approved a second time on August 19, 1968. It defines a Civil emergency, authorizes a curfew and prescribes penalties.

The ordinance was adopted unanimously.

1969-1970 — Current list of officers and pay scale and other data follows:

Chief	\$15,950
	Harold C. Smith
Captains	\$10,816 to \$11,570
	B. J. Atkins
	E. J. Ivey, Jr.
	R. A. Leinbach

Lieutenants \$9,360 to \$10,296

S. W. Appel
J. C. Brock
J. S. Duncan
H. J. Einwalter
C. A. Meyers
D. C. Milchan
D. W. Robinson
A. M. Sevier
J. P. Shearer
R. V. Waymire, Jr.
A. L. White, Jr.
R. C. Young

J. R. Norris
R. E. Overley
L. M. Pierce, Jr.
A. J. Powell, Jr.
L. R. Pulkrabek
P. C. Reble, Jr.
L. E. Reese
M. B. L. Romanello
D. P. Schulz
J. W. Shrive
J. B. Siegel
P. V. Spivey
W. R. Stewart
J. W. Stroemich, Jr.
W. D. Swartz
M. M. Vines
E. W. Wilcox

Sergeants \$8,476 to \$9,334

H. L. Berg
F. J. Butler
W. M. Carlisle, Jr.
J. R. Caswell
G. R. Coston
T. L. Cox
H. L. Crawford
J. L. Dennis
E. O. Doster
G. W. Fought, Jr.
M. E. Handley
P. R. Hanson
R. G. Hink
L. R. Hoffman
D. W. Keith
G. L. Lyens
J. J. Lynch
K. E. Marsh
A. C. McQuade
D. S. McQuaig
F. K. Mein

The pay scale for Tampa is as follows — lower than for St. Petersburg.

Patrolman	\$8,517
Sergeant	9,102
Lieutenant	9,734
Captain	10,366

But the pay scale for Miami is substantially higher (based on top pay).

Patrolman	\$10,692
Sergeant	12,264
Lieutenant	14,088
Captain	16,200

The pay scale for St. Petersburg is as follows: (based on top pay).

Patrolman	\$8,320
Sergeant	9,334
Lieutenant	10,296
Captain	11,570

Special Report V

THE PRINTED WORD

Typewriter ribbons and printers ink had more to do with building St. Petersburg than anything else you can name. And the list of the other things worthy of naming include fish scales, sunshine, railroads, automobiles, concrete blocks, money, lumber, oranges, factories, electricity, TV, cameras and VIPs.

There is considerable importance, then, to reporting who wrote what and why.

Already reviewed in these pages, is the fact that when Hernando de Soto had set foot on Pinellas Peninsula he took his pen in hand and wrote home the first letter from the new world to the old. And ten thousand Spaniards took to ships and came for a look.

In 1765 on a hot day in June or July, George Gauld, M.A., an English chart maker started mapping Tampa Bay and printed his only comment on that chart of one of the world's greatest harbors by lettering across what is now St. Petersburg's waterfront: "This seems a good place to form a settlement." And some 216,000 people endorse his observation. But his message lay in English archives, largely unread, for some 200 years. Wm. Bartrum, world famous botanist, employed by the British Government to publicize in a learned book on plant life, its recent acquisition, namely, Florida, included one map only in his scholarly tome, that of Espiritu Santo Bay. This book enjoyed wide circulation, because the nation of "shop keepers" was avid to promote "trade" between its new world and London merchants. But the vagaries of European military chess of that day, being played with people's lives and lands, shifted Florida back to Spain for 40 years and dead silence reigned on Tampa Bay for that period and for the first 50 odd years of U.S. occupation as far as the printed word for public consumption was concerned here.

Two newspapers, one in Tampa, one in Disston, appeared at almost the same time. The Daily News of Tampa, started in late 1886, sold for one cent, soon died. It was short lived, had one grisly purpose, to print the daily list of the dead and the stricken in a yellow fever epidemic which devastated that town.

Pinellas was a bit ahead. Two brothers, W. J. and E. B. McPherson, who had arrived at what is now St. Petersburg Beach and Gulfport but a few months previously, came forth about May 1, 1886 with a tiny (two sheets 12 by 8 1/2 inches) newspaper, called THE SEABREEZE. It tried to appear on the first and fifteenth of each month, seldom was exactly on time, died after about 20 issues. Price was 5 cents a copy, 50 cents a year, probably never had much more than 100 paid subscriptions at any one time. Strangely, in its brief career it never mentioned the raging yellow fever epidemic across the bay in Tampa.

But it was lively, topical, very local, quite sound. This writer is indebted to his good friend, Katie N. Miller, a native of Pinellas, for a generous number of copies of this first South Pinellas paper. The date line is "Disston City" (later Veteran City, still later Gulfport), the post office was Bonifacio, for the reason that there was a Disston (misspelled) post office in upper Florida, and the postal authorities would not allow a Disston post office until Disston faded. The editors noted that there were ten "towns" in South Pinellas, most being but hopeful and ambitious subdivisions started by a recent arrival. The names of none survived.

The baby paper most often mentioned "Paul's Landing," which John C. Williams had just bought, and "Pinellas" at Big Bayou where John Bethell and Abel Miranda and a cultured and wealthy couple, Mr. and Mrs. T. Sterling, had established "Pinellas" and had a post office by that name. Mr. Sterling named Lake Maggiore. The paper came at a lively time. The big freeze of 1886 had been a disaster, the McPhersons said replant the mangoes, they will be a great crop. A mid-summer copy noted a schooner of watermelons went from Pinellas to Key West, returned with a load of pineapples, bananas and mangoes. A stout editorial urged a vote for the new state constitution. It was approved unanimously by local votes, quite a tribute to the power of the press.

The Sea Breeze.

VOL. I. No. 8.

DISSTON CITY, FLA., SEPT. 15, 1886.

PRICE, 5 CENTS.

J. R. TORRES & SON,

—DEALERS IN—

STAPLE AND FANCY GROCERIES.

Foot of Disston City Wharf.

DISSTON CITY, FLORIDA.

STOP AT THE

TAMPA HOUSE,

Tampa, Florida.

We Guarantee as Good Accommodation as any Hotel in Tampa, if they do charge twice as much. Good table Accommodations. We mean what we say. Try us.

SPECIAL RATES TO PEOPLE FROM POINT PINELLAS.

THE CASH STORE,

R. L. LOCKE, Prop'r.

A complete stock of staple goods, Groceries, &c., of a superior quality, always on hand. Also

Fine Cigars and Tobacco, of various Brands and Prices.

Corner of Baltimore St. and Virginia Avenue.

DISSTON CITY, FLORIDA.

DISSTON MILL!

G. L. KING, Prop'r.

PREPARED TO FILL BILLS AT SHORT NOTICE. LUMBER AT MILL,

\$12.00 per Thousand

GENERAL

BUSINESS AGENCY

—OF—

E. B. MACPHERSON & SON,

DISSTON CITY,

BONIFACIO P. O., FLORIDA.

Business for Non-residents and all others attended to promptly. Deeds, Mortgages, Contracts, &c., drawn up. Lands located and

Titles examined. Land cleared, Houses erected, Groves planted and cared for, and all such matters

GIVEN SPECIAL ATTENTION.

Disston City Doings.

Gophers are ripe.

Oysters will soon be good.

Subscribe for the SEA BREEZE.

It has been "sorter" wet lately.

Sailing by moon light is fine sport.

The Cherub is laid up at Tampa for repairs.

Captain Brown says "the crop of mosquitoes on the Keys is simply tremendous.

We were unable to get out a paper the first of the month, but expect to be on time hereafter.

The sewing machine agent has struck us. Look out for the book agent and the lightning rod peddler.

Mr. Anderson is pushing the work on the steamer Tarpon as fast as possible. The boiler is expected soon.

Mr. Baumeister has been busy lately filling orders for his canned mullet. They are well liked wherever introduced.

We are informed that the Hotel is to be renovated and put in good shape to receive the traveling public expected this way soon.

Mr. Kreiger, of Kansas, has been stopping at the hotel for a week past. He is here for his health and expects to remain all winter.

Mullet, Scallops, and Clams are very fine now, but we do not have time to go fishing and do not get them as often as we would like.

Our faithful old horse, "Jack," is no more. He died for the want of breath, and we can now take it a foot or go by water. "So mote it be."

We are glad to see our neighbor, Capt. McMahan, building a substantial fence around his fine property. Wonder if he will be able to corral his high-flyer Game chicks.

The Disston Sunday School is increasing in numbers, and we trust in interest also. Bring in the "Little Lambs," and would it not be well for more of the older sheep to attend also.

Next Sunday is Rev. Steinmeyer's regular appointment at the Miranda school house. We expect him to be with us, at Disston, Saturday evening and will have meeting at the school house.

The dwarf banana at our door, planted three months ago, is sending out a fine fruit stem. Its growth has been phenomenal, and it is the wonder of the natives. We have pineapples fruiting also, that were set out about the same time.

The Delia came in Sunday afternoon, nearly four weeks since she left. The party aboard of her reported having had a very pleasant time, but were glad to get home. Captain Low and Mrs. Hugh Richardson came home sick, but the rest of the party are in good health and spirits. The Delia has only part of a load, just a few shingles and some flooring.

We are sorry to have to record the death of Mr. Torres' little boy, Joseph, which occurred August 19th, from disease of the bowels. "Muggins," as he was familiarly called, was one of the best of boys, and certainly will wear a bright star in that world beyond for his faithful and constant care of his two little sisters, since the death of their mother. "Suffer little children to come unto me."

MORE MILLS.

A gentleman from Virginia was looking over the Point last week with a view of finding a location for two saw mills, and we are informed that he says this location pleases him and that he will soon return with his mills. We hope this will not end in talk.

THE SEA BREEZE.

W. J. McPHERSON & CO., Publishers.

OUR MOTTO: "We Blow for All."

SUBSCRIPTIONS: Six Months, Fifty Cents.
ADVERTISING: Reasonable, and strictly cash.

Entered at the Post Office at Bonifacio, Fla., as second class matter.

DISSTON CITY, FLA., Sept. 15, 1886.

THE NEW CONSTITUTION.

The time draws near when the people of Florida will be called upon to adopt or reject the new Constitution. A matter of more importance has not been presented for the decision of the people in this state for many years. The new Constitution, in most respects, is a decided improvement over the old one, and we will consider it one of one of the most decided steps in the progress of our state, when adopted. The Article concerning the sale of intoxicating liquors is a good one, and gives us an opportunity to crush this terrible curse if we will. Every voter should cast his vote for the amendment.

LETTER FROM THE NORTH.

KNOXVILLE, TENN., Sept. 2nd, '86.

DEAR SEA BREEZE: We would welcome gladly a sniff of your briny waters this morn and a glimpse of your face to tell us news of home. Would that we could waft you one of these mountain zephyrs, so bracing and appetizing; Mercury at 58° before sunrise. We have just returned from the wonderful Luray Caverns of Virginia, and among the pleasant features of the journey, was the travel through the lovely and picturesque Shenandoah valley, in plain sight of and often near the Blue Ridge, with a glimpse of the stately Alleghanies. Here we are in the midst of mountains and all that is charming in Nature, while the "inner man" is being fed with the best products of field, farm and dairy. By and by we will bend willing footsteps South and homeward ere the frost catches us. Send us some SEA BREEZES to Chattanooga, where we will abide the last two weeks in September. With kind wishes to all Pinellas.

T. & C. L. Sterling.

OUR NAME.

WHAT SHALL IT BE; DISSTON CITY, BONIFACIO, OR SOMETHING ELSE?

It has been said that there nothing in a name, but there is a proverb something like this, "give a dog a bad name and it will kill him," in which we have more faith. Solomon spoke favorably of a good name. We think it is well to have a settled, well established, indisputable name for most things, and especially for towns of the large dimensions, prospectively, of our beautiful bay girt city. Bonifacio, the present name of our post office, and the only one that the Post Master General will recognize, is not at all satisfactory to most of our citizens. It does not have the right jingle to the ears of a native born American; Slab Town or Gopher Knoll would be considered an improvement. Our name is on record as Disston City, but there is a small post office in the northern part of this county known as Disston; so we are involved in scramble for a name, and so far have been slightly left. Well, why should we wish to contend for this name? Who is this man, H. Disston, more than an ordinary land speculator? He bought up all the vacant lands for a song and is selling them out at stiff prices. What has he done or is now doing to build up this place? We wait for a reply. Now as to bottom facts, we would not care so much about the name if we had only one name, but as it now is the annoyance is very great. Our mail gets all mixed up, some is sent to Disston P. O., some to Bonifay, (another post office,) and we think some of it goes to Cuba or some other place, some letters reaching us two or three weeks after passing through the Tampa office the first time. It seems to be a settled fact that the Disston Co. and the Lake Butler Villa Co., who own the larger part of the lots in this town, are not going to help us out of this trouble soon, all promises coming from them up to date having failed. We think it is about time to help ourselves. These columns are open to pointed remarks, or will call a

public meeting at demand of some of the property holders. What say you?

ANDERSON & HAMILTON,

BUTCHERS.

Market every Saturday.

BOLOGNA SAUSAGE
always on hand.

CLARKE, KNIGHT & CO.,
HARDWARE!

TINWARE, STOVES,
BARBED WIRE, &C.

Tampa, Fla.

228 Washington St., opposite Post Office.

THE
CASH
STORE.

J. M. Johnson, Prop.

TAMPA FLA.

CHOICE FAMILY GROCERIES.

Call and examine my Stock, before purchasing elsewhere.

HENRY HARRISON,

HOLMSDALE, - PINELLAS.

FIRE
INSURANCE

—AGENT FOR THE—

Liverpool,
London
& Globe
Insurance Company.

Applications by Post promptly attended to, and inspections made.

THE SEA BREEZE.

W. J. McPHERSON & CO., Publishers.

DISSTON CITY, FLA., Sept. 15, 1886.

Pinellas Pencilings.

Plenty of rain lately.

xxx Flour \$5.50 at Sloan and Steele's.

The mosquito is out in all his glory.

Best Roller Patent Flour \$6.50 at Sloan & Steele's.

Now is the time to prepare for winter gardening.

150° Head Light Oil twenty cts. per gallon, in five gallon lots, at Sloan & Steele's.

R. Stanton has let a contract for the clearing of six acres of land to Joe Strouse and Sam Sloan.

Sloan and Steele invite the public to call and see the bargains they are offering in hardware.

Mr. Hartfield has been unable to do any work for the last two weeks on account of a severe cut on his left hand.

The approaches to the bridge near Mr. Leonardi's are positively dangerous and should be repaired immediately.

John Bethel's new cat boat is a "daisy." He will launch it soon and will have the finest pleasure boat in the Bayou.

The Tampa House, Tampa Fla., has been repaired, refurnished, etc., and would be pleased to receive their guests from Pinellas, Disston, etc.

Mr. H. Smeltz and his assistants, who have been laying off the town of Alexandria, have discontinued work for a few weeks on account of the rainy weather.

Simon Bell has bought a sharpie to carry fish in, to Tampa. He is catching and shipping mullet, which he says were never in better condition than at the present time.

Sloan & Steele have just received their fall stock of Dry Goods, and they invite the public to come and examine them, and see the extraordinary low prices at which they are offered for cash.

All Around The Point.

Henry Smeltz has been severely afflicted during two weeks past from an abscess in his side. We are pleased to see him able to get out again.

Captain A. Miranda has harvested his big crop of rice and he says it is huge. We intend to order a powerful microscope by the next mail to aid us in harvesting our crop.

The earthquake was felt by quite a number of people on the Point, the night of the 31st, and two or three different parties got up to hunt it with guns, lamps, etc. under the impression that it was a burglar or something of the kind.

Point Pinellas peninsula has more beautiful bay fronts than any other point of land on the coast of Florida. You that wish a home by the water, where the Gulf breezes will fan you the year round and where frost seldom comes, should not fail to see this locality.

A short article was sent to us from Pinellas, to be published, with no name attached. All communications intended for publication must have the writers name signed to it (it will not be printed if the writer objects,) other-wise it will receive no notice.—[Ed.]

Cyrus W. Butler, the Supervisor of roads, over on the other side, informs us that he proposes to push the matter of improvement of our "Avenues" to the utmost extent of the law, until they are in better condition. If the rain will only let up a while, we expect to see the good work move on. Some substantial improvements have already been made and we think the right men are now taking hold of the work.

A caucus meeting was held at the Miranda school house Saturday and Messrs Cox, Sloan, and Butler were chosen, as delegates, to attend the Democratic county convention which convenes at Tampa Wednesday (today) for the purpose of selecting candidates to represent us in both houses of the next legislature.

The SEA BREEZE does not propose to represent any political clique or party, yet claims to have decided convictions upon the true issues of the day, and will say that we believe in every resident of the Point, entitled to a vote, having his name registered and voting for the best men we can get, to make our laws, and especially should we vote pro or con on the new Constitution. Post up in this matter and you will likely vote correct.

Wm. B. Miranda, who recently returned from an extended trip to Philadelphia, where he had been looking up matters connected with the Land Companies which he represents, says that prospects are good for many people to come to this part of Florida the coming winter; yet as we all know it will depend largely on our transportation facilities. We cannot rely on the railroad getting here, so let us have a steamboat that will be a credit to our bays. The live man who puts on a good steamer here and continues to run it will make money out of it.

JOSEPH R. TORRES,

General Insurance Agent.

Representing Life, Accident & Fire Insurance.

DISSTON CITY, FLORIDA.

DRYGOODS, SHOES, & NOTIONS,

HARDWARE & TOOLS,

Tinware, Crockery, & Glassware,

—AT—

BAUMEISTER'S.

BONIFACIO,

FLORIDA.

WM. B. MIRANDA, Notary Public,

Jos. P. G. WATT, Cashier.

— ❖ ❖ REAL ESTATE ❖ ❖ AGENCY ❖ ❖ —

**FLORIDA LAND AND IMPROVEMENT COMPANY,
DISSTON CITY LAND CO.,—GULF COAST LAND CO.**

SPECIAL AGENTS FOR THE

**LAKE BUTLER VILLA CO., COOTIE LAND AND IMPROVEMENT CO.,
TOWN LOTS IN TARPON SPRINGS, &C., &C., &C.**

**Valuable Orange Groves, Rich Sugar Lands,
Extensive, Productive Rice Lands, for sale. —**

Pinellas, Alexandria, Disston, Miller—our Bay view towns!

ALL FINELY LOCATED ON TWO OF THE FINEST BAYS ON THE GULF OF MEXICO.

❖ PINELLAS ❖ ❖ ALEXANDRIA ❖

SITUATED ON HANDSOME BLUFFS BOLDLY OVERLOOKING TAMPA BAY.

DISSTON AND MILLER

FROM THEIR BREEZY RIDGES OVERLOOKING THE MORE QUIET AND PICTURESQUE
WATERS OF BOCA CEIGA BAY.

HEADQUARTERS

OF THE LAND DEPARTMENT, at present at the office of the Company, at DISSTON, and under the
personal management of WM. B. MIRANDA.

THE FINANCE DEPARTMENT is under the special management of Jos. P. G. WATT, Esq. of London, England.
All business of a financial character transacted. Taxes returned and paid for non-residents; Loans nego-
tiated. Rents collected. Titles examined, &c.

THE SURVEYING DEPARTMENT is under the direction of competent Surveyors. Abstracts of Titles made;
Conveyances drawn, &c., &c.

THE AGENCY is also prepared to furnish all kinds of FRUIT TREES, and set out and care for GROVES for
Non-residents.

One can understand why certain names survived in history. Arthur Norwood, a leader of the flock of English immigrants that the Hamilton Disston promotion brought to Pinellas, as well as Kissimmee, Tarpon Springs and Sarasota (it was spelled Sara Soto then after Zara Zota, Spain) besides farming, working at day labor and eventually starting a store, started a 2-month private school, helped organize a church and Sunday School. G. W. (Tzar) Bennett arrived at Maximo Point, helped the McPhersons with their paper and aided a dozen others.

The McPhersons, in their paper, promoted a Fourth of July celebration at which W. P. Neeld read "in a high tone of voice and in a very enthusiastic manner the Declaration of Independence. Mr. C. W. Butler was then introduced and read in a patriotic spirit a well written composition prepared for the occasion."

But the paper predicted rightly what would actually happen. "At Paul's Landing 'Colonel J. C. Williams' (he was later self promoted to General) the present owner of this place, has let a contract to S. Smith to clear 10 acres by November 1st. Lots are to be 100 by 150 feet, streets 100 feet and alleys 20 feet wide. Mr. Williams says he will donate one-half to the R.R. on very liberal terms. — Taking everything into consideration we believe this to be one of the best places (if not the best) on the Point to build up a town and wish Mr. Williams the best of success." And of course history eventually proved the McPhersons and Mr. Williams correct.

The McPherson family has remained a great family through the years, the best known, Harold S. McPherson, of Pass-a-Grille, died during the year 1967.

Life on Pinellas Point those days was close to the soil and the sea. These remarks from the paper reflect that fact.

"Beef next Saturday!"

"Captain A. Miranda has harvested his big crop of rice and he says it is huge."

"Gophers are ripe."

"Disston Mill! G. L. King, Prop'r. Lumber at mill \$12.00 per thousand."

"Any of our friends wanting a supply of mosquitoes should send their orders down this way, as we have a few to spare."

Which reminds this writer of an incident he has always thought reflected a rare and wry sense of humor. He and Max Hunter and Gidge Gandy had assayed to sail around Florida and get back home via the New River canal, Lake Okeechobee and the Caloosahatchee River between Fort Lauderdale and Fort Myers. They were sailing north on the Intercoastal Canal a despairing distance south of Fort Lauderdale. It was noon on a blistering mid-summer day and there was a dead calm. There were a thousand mosquitoes per quart of air. The three were on the deck of the Good Ship Chico slapping mosquitoes and mopping sweat. A perky little motor boat with three men appeared headed South. The launch slowed and passed a few feet away. One man stood, cupped his hands

and yelled: "Have you fellows seen anything of a little mosquito? It buzzes and its got yellow stripes on its legs. Let us know if you see it."

And away it went on its merry way, its occupants fanned by the artificial breeze the speed of the boat induced. But back to the Seabreeze.

"Mr. Hayes, of Dunedin, killed two moccasins today, he was bitten on the hand by one of the snakes, but he cut the bite out with his knife and has lost no time from his work."

Remember the dismal failure the Conservation Department made recently of its promotion of canned mullet, which it sponsored under the name of "Lisa"? Well, they should have consulted the October 15, 1886 issue of The Seabreeze and learned from Mr. H. Baumeister.

"The canned mullet which we have been sampling lately are excellent. Why send off to Oregon for canned salmon when we have equally as good fish, in abundance here, and prepared by a man who has had extensive experience in the fish canning business? Send for samples to the proprietor, H. Baumeister, and be convinced of the truthfulness of the above statement."

The November 5 issue reports on the statewide election of 1886.

"A good deal of misunderstanding and some bad feeling seems to have arisen at the manner in which the voting for county offices was carried on yesterday. In the first place the election was one for Democratic voters only, and no others. The Executive Committee of the Democratic Party, at Gainesville in 1878, decided that only Democratic voters could vote in one box for county offices. This rule was strictly adhered to at this election and because several voters supported others than the nominees of the Democratic party they felt aggrieved that they were not allowed to vote in this strictly democratic vote."

"Oh, for the good old days" (quote from this writer, who ran on the Democratic ticket in the 1966 election. It's the first 80 years that's the hardest.)

This final note on this sprightly pair and their paper.

Dissatisfied with the look of the only big sized type available for the flagstaff of the paper "THE SEABREEZE" W. J. got a suitable piece of dead Black Mangrove carved the words "THE SEABREEZE" and used that instead of conventional metal type. The St. Petersburg Historical Society is the proud owner of that 1886 piece of carving, uses it for its occasional news sheet, using the same name, The Seabreeze. Here is a reproduction of it.

The Sea Breeze.

The St. Petersburg Chamber of Commerce should, by rights, erect a monument to John H. Shanklin, of Trenton, Missouri. For be it known that Mr. Shanklin was the first genuine St. Petersburg tourist with valid

proof that he was such. Of course there had been tourists prior to him but they failed to leave the evidence. So Mr. Shanklin gets credit he perhaps doesn't deserve just as does Ponce de Leon for allegedly having discovered Florida in 1513. Others had come to Florida, probably prior to 1500, but they weren't official as was de Leon and besides were doubtless thieves, or would be thieves, while de Leon had a contract with the King to steal just so he gave his majesty his 20 percent cut.

But Mr. Shanklin was upright, an interesting writer and documented what a proper tourist did for amusement in that far-gone day. The first St. Petersburg settlers were seafarers or land hungry settlers, and as the McPhersons chronicled so well in their SEABREEZE, intent in scrabbling out a living from reluctant unfriendly soil. Such visitors as they mentioned were limited to those seeking health. They reported none that had come to play and relax. But Mr. Shanklin came in vigorous health and for purposes of relaxation and discovery.

Mr. Shanklin with two companions left Trenton at 4:00 P.M., January 1, 1893 and reached Jacksonville by train very late at night January 4. After a trip to St. Augustine the adventurers went to Titusville but "the mosquitoes at Titusville are not, perhaps, more numerous than I have seen them in Missouri, but they are bigger, and their scream is more startling." So it was decided to move on to St. Petersburg where they arrived on the 9th, took rooms at the Paxton House, the "largest hotel and it had 25 regular guests for most of the winter."

After a few days Mr. Shanklin said he believed "If I had hunted all over the south I could not have found a point more abundantly congenial to health and comfort than the Pinellas Peninsula." So he stayed all winter and returned the next year. His doings and thoughts he recorded in two little booklets of 55 and 49 pages consisting of a series of letters he wrote from St. Petersburg and published in the morning Tribune and Grundy County Times in Trenton, Missouri. There was such demand for them they were republished in booklet form. This writer is the happy owner of copies of each, entitled "Off-hand Shots from Florida" and "Additional Off-hand Shots from Florida." Some unknown friend mailed them to the writer years ago with no clue who he or she was.

And what did Mr. Shanklin do for amusement? Fishing "from a dock which extends into the bay some 1,200 yards. The dock is a mere plankway about four feet wide, along one side of the railway." (The A.C.L. pier.) He did a lot of fishing, the biggest excitement caused by a 10-foot shark he caught from whose stomach he and his fellow fishermen took "23 horse shoe crabs, shell and all; one duck, whole; one bone 10 or 12 inches long and as thick as your arm; the half of a cow's hoof; and a piece of manilla (sic) or other rope substance which would have weighed near a pound."

But came that great day he went in a sailboat to "Pas de Agrille," landed on a rickety dock and then "a

walk of 600 or 800 feet carried us across the island to the west side, where we stood in awe and wonder, at the edge of the serf (sic)." After which — like millions since — he was hooked for life.

Mr. Shanklin returned the next year, went further afield, and reveled for a winter period in exploring and discovering the myriad and never ending facets of this peninsula of Florida.

It is considered significant enough to devote the space that has been taken to discuss these two simple booklets of a far gone generation because it is the earliest well documented instance of a non-resident coming to this community for reasons other than satisfying the land hunger inherent in human beings or in a last despairing effort to ease the pains and ills of the desperately sick and to prolong life. As far as the record goes locally, St. Petersburg's greatest industry: tourism and residentialism started with Mr. John H. Shanklin, of Trenton, Missouri.

The most important and significant printed matter of the early days consisted of a series of booklets, books and a magazine inspired by F. A. Davis, the early great colonizer and propagandist, second not even to Hamilton Disston.

The F. A. Davis Co., (publishers of medical publications), Philadelphia in 1896 issued an ambitious book of 132 pages (on high grade paper), replete with truly meritorious photographs, packed with factual data, truthfully if optimistically presented, on agriculture, climate, living conditions of Pinellas peninsula generally and St. Petersburg in particular. But the lengthy title reveals the man of medicine rather than Chamber of Commerce man seeking to promote tourism. It reads:

"Facts and Suggestions for persons forced to seek permanent or temporary homes on the PINELLAS PENINSULA for relief from Consumption, Chronic Bronchitis, Rheumatism, Gout, Neurasthenia and kindred diseases.

"Where, remote from old Winter's stormy land,
Pleasure and prosperity go hand in hand,
Where singing birds and flowers are gay,
And January breaks in smiles like May."

Mr. Davis also issued a 16-page deluxe booklet of original poems written by him, and tastefully illustrated with photographs and drawings, singing the praises of this area; title "Poems of the Pinellas." And it was creditable poetry too. This booklet is undated.

On January 1, 1905 Mr. Davis started a monthly magazine entitled "Florida" which centered on Pinellas, yet devoted generous time to other attractive or unusual areas of the State. By now Mr. Davis was cooking on the "Tourist" burner.

In 1906-07 Mr. Davis inspired the infant St. Petersburg Board of Trade to undertake the most ambitious and noteworthy publication of all; a 64-page large sized, slick paper document entitled:

"Souvenir

ST. PETERSBURG
The Pleasure City of the South."

The Board deserted Mr. Davis when it came to paying the very hefty printing bill, but Mr. Davis, magnificent sport and great gentleman that he was, paid it without complaint, mailed out thousands.

This document shows that the good Doctor by now was playing the tourist and residentialism themes straight down the alley.

The city was definitely, prominently and profitably launched on the recreational tourist business and has led or been near the top in that field in Florida since then.

The newspaper era in St. Petersburg actually started in 1890 with the publication in St. Petersburg of the "South Florida Home," a weekly newspaper. The best and most accurate account of the development of newspapers from that time has been told by C. Maxwell Hunter, Jr. in a hitherto unpublished article, which follows: —

St. Petersburg Newspapers

by

C. M. Hunter, Jr.

The Sea Breeze, established in Disston City in 1886 by W. J. McPherson, was the first newspaper to appear in the St. Petersburg area. It had only a short life, however, for McPherson sold it after twelve months and the purchaser suspended it shortly thereafter.

Young G. Lee, a native of New Orleans, arrived in Charlotte Harbor in 1888, established the South Florida Home and, in 1890, moved it to St. Petersburg and continued it here as a weekly. It was the first newspaper in St. Petersburg proper. The community then possessing a population of only 274 Lee found it difficult to make both ends meet, changed it to a monthly in December and conducted it as such until his health failed in 1896, when it was discontinued. He died in Glen Oak in 1902.

It was in 1892 that the Rev. Mr. R. J. Morgan purchased the West Hillsborough Times, at Clearwater, from A.C. Turner and moved it to St. Petersburg as The St. Petersburg Times. The newspaper originally had been established at Dunedin in September 1884 by Dr. T. J. Edgar and M. Joel McMullen and upon its purchase from them by Turner in December of that year it had been moved to Clearwater. (Dr. J. M. Baggett, dentist, also owned an interest. Dr. Edgar's correct initials were J. L. — Author.)

Morgan published the St. Petersburg Times until 1894 when he sold it to J. Ira Gore who, with his family, had moved here from Cedar Keys. Morgan immediately established another paper, the Sub-Peninsular Sun, which he published until 1896 when it, too, was purchased by Gore. Some historians have it that Gore suspended the Sun immediately but, if my memory is not at fault, it was still being published as late as the spring of 1901.

In any event, J. Ira Gore, Jr., succeeded his father as Editor of the Times upon the death of the latter in 1900 and continued in that capacity until it was sold in 1901 to William L. Straub, A. P. Avery and A. H. Lindell. Mr. Straub purchased the interest of the associates in 1903 and, as sole owner, continued the

newspaper as a weekly until February 1912 when it became a daily. In September of that year Paul Poynter purchased controlling interest in the property and a year later Charles C. Carr, who had been associated with Poynter in publication of the Sullivan (Ind.) Democrat, arrived to become a shareholder and participate in its management.

The St. Petersburg Independent was established as a weekly in 1906 by Willis B. Powell with financial assistance from R. H. Thomas, Frank A. Wood and Noel A. Mitchell. It made its initial appearance on March 3 and continued as a weekly until it became the Evening Independent on November 7, 1907.

The initial issue as a weekly, Powell said later, carried only \$6.15 worth of advertising space and was distributed to 150 subscribers. Powell claimed that when the paper became The Evening Independent St. Petersburg, then with a population of less than 3,000, was the smallest community in the country with a daily newspaper. Lew B. Brown purchased the property on December 15, 1908, with a cash payment of only \$750, Powell taking his notes for the remainder.

While it was published as a magazine rather than a newspaper the Tourist News is worthy of mention because, for nearly nine years, it carried St. Petersburg's message throughout the nation. It was established in 1920 by J. Harold Sommers, the first issue appearing December 4, and, throughout its existence, was one of the most widely known area publications in the country. Karl H. Grismer became Managing Editor in September 1921 and Editor in 1924, with Sommers continuing as publisher until he sold it on January 5, 1929 to Jack Dadswell, who discontinued it a year later.

Notwithstanding that we remember many old timers as having been wheelhorses in the building of St. Petersburg, and that in generations to come the list will be enlarged by the addition of the names of many yet to be born, William Straub, Lew Brown, Willis Powell and Paul Poynter, in my book, will be at the forefront for all time.

Through their newspapers and their personal activity they profoundly influenced the growth of the city from the beginning of the century, either by producing finished development projects or by creating the patterns for others. Anyone familiar with the history of the community will agree that prior to 1900 it amounted to little more than a real estate promotion venture. Other coastal areas offering as many, if not more, advantages, had been settled long before St. Petersburg was born but the community was fortunate in attracting some remarkable talent in the way of leadership during its infancy and it was leadership that built it.

The name of Bill Straub should be perpetuated everywhere throughout the city for, in my humble opinion, he was the greatest influence for development of the community ever to appear upon the scene. It is doubtful if ever again will there be another of his calibre here. Born in Dowagiac, Michigan, July

16, 1867, he began to dabble in printer's ink at the earliest possible opportunity and by the time he became 21 years of age was owner and editor of the Sargent County (ND) Rustler. He spent the winter of 1898-99 in St. Petersburg in the hope Florida would be of benefit to his health, returned to Dakota in the Spring, to realize its climate was too severe and, a few months later, arrived here to remain until his death April 10, 1939 at the age of 72. He purchased The Times in 1901 and, Paul Poynter having obtained controlling interest in the publication in 1912, Straub obtained leave of absence from the newspaper to serve as Postmaster from July 1916 to the last of May 1922. After relinquishing the postmastership he returned to The Times as Editor in Chief.

If Mr. Straub did not originate many of the projects that have made St. Petersburg a great city he was in there pitching the moment anyone else proposed something of merit. St. Petersburg is what it is today largely because of Straub and his everlasting advocacy of the adoption of a city plan. Year after year, from the beginning of his residence here, he fought for that objective, although the area of the town was little larger than that of a postage stamp, and having become almost obnoxious on the subject the City, in 1908, finally agreed to the proposal, primarily to shut him up.

It employed John Nolan, until his death three or four years ago one of the world's outstanding city planners, to come here and make a blueprint for the future of St. Petersburg. It cost the town \$8,000, which was a healthy sum in those days because its population was less than 3,000, but it gave us, with few exceptions, an orderly pattern of 100-foot streets, a 20-foot alley through each block and one of the most attractive waterfronts in Florida. Straub, Lew Brown and, later, Paul Poynter, put everything they had in seeing to it that the Nolan plan was carried out.

But Straub did better than he realized. When the Brotherhood of Locomotive Engineers established the town of Venice during the boom of 1925 it employed Nolan to plan it because of the result of his work here. With nothing then at Venice but unoccupied acreage lying along the Gulf, the bays and bayous, he produced, on paper, the most beautiful city in the state, a city only now beginning to come into its own after all these years. Eventually St. Petersburg and Venice will be recognized as two of Nolan's greatest works.

While laboring in behalf of the city plan Straub, who served as Chairman of the Planning Board from its inception until 1923, simultaneously advocated and strenuously fought for municipal ownership and development of the waterfront. St. Petersburg's waterfront park should be known as Straub Park for it is one of his most pleasing accomplishment. (It now is. Editor.)

Another project inaugurated by Straub resulted in the creation of Pinellas County. Year after year he and The Times led the fight for the proposed county against the bitter opposition of Tampa, for Hills-

borough objected to the very thought of losing the territory. Time and again the Legislature refused to go along but, finally, it did so in 1911 and on November 14, that year, the people ratified it. It was one of the hottest nights the old town ever experienced after the result of the election became known. Straub had an abiding faith in St. Petersburg's future and until he left us for all time he was convinced that the Pinellas tail one day would wag the Tampa dog.

In 1904 he compiled and published St. Petersburg's first city directory, with the names of 2,227 residents, a gain of 1,575 since the federal census of 1900. From the beginning he was one of the leading spirits in the Board of Trade, which later became the Chamber of Commerce, and until his latter years never was known to refuse to put his shoulder to its wheel when it, or one of its projects, needed a push. Another of his accomplishments concerned the Public Library. The Carnegie Foundation had agreed to contribute funds toward its establishment, based upon the population of the community, but Straub, visualizing a much larger city, after months of effort managed to obtain authorization for a larger grant.

Lew Brown was born in Madison, St. Francis County, Arkansas, 35 miles west of Memphis, June 13, 1861 and, upon the death in 1875 of his father, a Kentuckian, his mother, a native of Tennessee, moved to Louisville. There Lew entered newspaper work and eventually was with the Louisville Courier-Journal while that publication was edited by the great Henry Watterson. Later he studied law and was admitted to the Kentucky Bar. He returned to the newspaper field shortly, however, and was Editor and Publisher of the Harrodsburg (Ky) Democrat when he purchased the Independent from Willis Powell in 1908. Two years later he disposed of the Harrodsburg newspaper to devote his entire time to the St. Petersburg property and brought his son, L. C. Brown, then an engineer with the Western Electric Company, here to make a newspaperman of him. After serving in various capacities Chauncey Brown became President and Publisher in 1927. While Major Brown technically retired that year he continued to be active in the conduct of the property, largely in an advisory capacity, until shortly before his death August 16, 1944, in his 83rd year.

Lew Brown's most remarkable accomplishment was his discovery, or realization, that few localities in the country, if any, enjoyed as many days of sunshine annually as did St. Petersburg. His very nature demanded that something be done about it and the result was his now internationally known Sunshine offer on September 1, 1910. Each day the sun failed to shine upon St. Petersburg before 4 o'clock in the afternoon, The Independent was given away free of charge and the expiration date of each subscription upon its books moved forward another day. His innovation has obtained for the city more advertising throughout the country, and the world, than any other one local activity. It gave St. Petersburg a second name that has become as widely known as its original one in the

Postal Directory and on the maps — THE SUNSHINE CITY. From September 1, 1910 through 1967 the Independent was given away 223 times, an average of four a year.

With this exception Major Brown's contributions may not have been as spectacular as those of Bill Straub but they were sledge hammer blows in the building of a city. It happened that Straub arrived in St. Petersburg ten years ahead of Brown and, of course, he enjoyed just that much advantage. Brown served as Chairman of the Charter Board that drafted the City Charter approved in 1923, was interested in establishing the first city hospital and made good the plan for establishment of the Masonic Home for widows and orphans. When the city pier was virtually wrecked by the hurricane of 1921 it was he who immediately organized the group of business men that loaned the City the funds with which to effect repairs. And it always has been suspected his check was the largest thrown into the hat.

During the reconstruction job engineers discovered much of the piling was defective and could be expected to last only a few years. Major Brown and The Independent thereupon proposed that a modern recreation pier, with all the trimmings, be built and quickly obtained pledges for \$300,000 with which to finance the project. His campaign, however, had created so much interest the people, instead, voted a \$1,000,000 bond issue in 1925 and the new structure was dedicated in July 1926.

While others remember how and why Lew Brown's military title came to him it may be unfamiliar to many here. Upon entry of the country into the First World War he organized, and equipped at his expense, four companies of Pinellas County Guards and was appointed their commander, with the rank of Major, by the Governor. Another interesting side-light is the fact that he was a poet of considerable renown. Few today remember that when he came to Florida in 1908 he had been Poet Laureate of Kentucky for years.

Paul Poynter was born in Morgan County, Indiana, March 29, 1875 and by 1912, when he purchased controlling interest in The Times (Purchase was made in August—Author) he had been the owner and publisher of several newspapers of his native state. In 1912 he was publisher of the Terre Haute Tribune and the Sullivan Democrat. The late Charles C. Carr was associated with him in ownership of the Sullivan newspaper and, as previously stated, joined him here in 1913 as an associate in the management of The Times.

Mr. Poynter, subsequent to 1912 carried on with William Straub in building St. Petersburg, having absorbed the latter's optimism to the nth degree. When Poynter became identified with the newspaper it occupied the space in the little frame building at the southeast corner of First Avenue and Third Street South. Its equipment consisted of an ancient Mergenthaler Junior typesetting machine, a rickety flat bed press, Bill Straub as Editor and cartoonist, Dudley Haddock as city editor, telegraph editor, reportorial

staff and proofreader, and Tom McLeod, a triple threat mechanical genius who ran the typesetting machine, made up the forms, engineered the press and swept the floor. The odd jobs around the place were done by Mrs. Straub and had it not been for that great lady the chances are overwhelming there would have been no Times for Paul Poynter to buy.

(Written in 1945 or 1946. Mr. C. M. Hunter, former reporter on The Times, died December 15, 1946. Editor.)

Spawned by the 1925 land boom and inspired by one of the first sensational tabloids started in New York by a scion of the Vanderbilt family and advised by him, Frank Fortune Pulver started a tabloid daily in St. Petersburg in March, 1925. After a brief and fitful sensational existence the paper died in October, 1926. Office and press was located at 102 — 2nd Street North. Major Alfred Birdsall, flamboyant, colorful, was managing editor, and Dick (Army) Armstrong, City Editor. Vanderbilt sent Birdsall; Armstrong had been with the Chamber of Commerce.

Street sales were at 3 cents, annual subscription \$6.00. The paper was typically tabloid in make up and content, big type, pictures, pictures, pictures, sensational editorials, constant crusades for this and that.

The two established papers, The Times and Independent, studiously ignored the upstart. It was generally believed that Pulver's losses on the venture were very substantial, perhaps over \$200,000. Pulver kept mum on the subject.

Incidentally this writer has what is perhaps one of the two files of the paper extant.

There have been a number of publications that bloomed with the booms, died in the depressions. There have been others started by men and women of ability or hope that flourished or struggled awhile, then faded. They all made their contributions, some still exist, and they deserve recording in the record.

The Pinellas Post, a weekly was started in 1921 by E. J. Foster, who claimed the official backing of various labor groups; together with George N. Hopkins, who later became a city councilman; devoted his principal energies to feuding with and harassing Frank F. Pulver, before, during and after his period as mayor of the city. They were also gadflies in various other public affairs.

A footnote on previous comments on the Tourist News is justified. Conceived by J. Harold Sommers and launched September 1, 1920 its first issue, out December 4 of that year, was printed in Tampa. It moved to rented quarters at 176 Central in June, 1921, built a huge modern plant at 118 - 18th Street South during its days of glory, moved there in 1923. The plant was eventually lost by foreclosure, ended up as a major commercial printing business still thriving and known today as St. Petersburg Printing Company.

Karl H. Grismer became associated with the Tourist News in 1923 and 1924, remained with it until it was discontinued. Grismer in 1926 wrote a history of St. Petersburg, a 300 page volume. It was financed in the conventional way for such local histories by selling a

half page, a page, or more to those citizens who had been great, were currently prominent, or who had money and a yen to see their pictures in the paper. The pictures were accompanied with biographies. Such volumes in the profession are known as "Mug" books. The history was updated in 1946. They have been valuable for reference, particularly by newspapers. Mr. Grismer wrote similar volumes dealing with Fort Myers, Sarasota and Tampa, using many of the same pictures!

During its last few years the Tourist News was issued weekly during the winter months, from June through October monthly.

The Gulf Beach Journal was started in October, 1950 by A. L. Birch, who ran it for five years. In the following eight years it had a motley succession of owners and the paper well nigh perished. In 1963 it was bought by Robert Bartlett, a professional newspaperman who had had twelve years experience in all the principal phases of newspapers and in a half dozen cities. He served a long hitch on the Washington Star, and Washington suburban papers in Virginia. He considers the Beaches, suffering from fragmentation politically and with a constantly shifting population, lacking any cohesion and with a high percent of citizens disinterested in the community, a very difficult newspaper field, but is making a success of his venture.

The St. Petersburg Shopping News appeared in 1933 in the depth of the depression, was a throw away offering widely distributed cheap advertising to hard pressed merchants. It folded in 1947. Its owner was Earl Weir, a civic and political gadfly of the Foster-Hopkins breed. Its plant was in the 700-800 block between First and Second Avenues South and was engulfed in the Webb's City expansion sweep.

Two news-hens, Sadie Weidra and Mrs. Ruth Hutchins, started two weeklies in Gulfport in the 1940s named Gulfport Tribune and Gulfport Citizen, feuded with each other and almost invariably took opposite stands on local political matters, livening life in their quiet satellite community.

The Gulf Beach News was started at St. Petersburg Beach in 1934 by J. Harold Sommers and George Hardy. The former soon dropped out and Hardy carried on for about fifteen years. It was one of the only two newspapers of any moment to ever attempt to publish a specialized newspaper for the Gulf Beach. Difficulty of each was that the Beaches until recent days were split into innumerable small groups who mainly wanted the rest of the world to leave them alone, particularly on the touchy matter of local ad valorem real estate taxes. There, of course, was the almost total lack of a cohesive community feeling along the Beaches. In other words, there was physically a large area, rather heavily populated, that had the appearance but not the reality of a community with common interests.

One of the most pleasant and interesting chores this writer ever had was writing a weekly column for this paper. In fact the pleasure was double, Mr. Hardy

insisted on delivery in person on a Thursday evening, and the goodly check was timed right in amount and date for the weekly Friday grocery marketing. The big dividend however was a rich evening of conversation and argument with the urbane owner, George Hardy, who is endowed with an education broad and deep. His somewhat cynical and pessimistic vein was a perfect foil for the hopeful optimism of this writer. It is hoped that Hardy felt the evenings were not too bad a bargain as far as he was concerned.

The Financial Journal, owned and edited by Jack Dadswell, Sr., father of J. P. Jack Dadswell, of the current political scene, was an influential publication during its period of publication.

Current minor publications include the Weekly Shopping Guide and Pinellas Review. Pinellas Review was founded in January, 1953 by Ray Martin, who still runs it. It is a weekly and earns its keep primarily by printing legal advertisements and a detailed list of recorded public records; deeds, mortgages, liens and related documents important to lawyers, realty brokers, auto dealers and merchants as check lists, and for merchandising solicitation. Office is at 111 - 52nd Avenue West, St. Petersburg Beach and is printed by off-set press by the Bradenton News.

Two ambitious publications recently came to untimely ends; the St. Petersburg Magazine and Profile.

The St. Petersburg Magazine was started in 1963 by Joe Bonsey, public relations man operating under the name of International Public Relations and Advertising Company, an expensive slick paper publication aimed, its masthead said, at "Business-Society-The Arts." It was either ahead of its day or missed its aim. In a salvage effort the name and field was changed to the St. Petersburg-Tampa Magazine, but still failed of enough steam, folded early in 1967.

The St. Petersburg Bar Association in a burst of misguided enthusiasm started the "St. Petersburg Lawyer" as a monthly in 1965; ignored the truism that committees seldom are effective beyond a meeting or two; soon turned the publication over to John B. Meagher (Jack Meyer to his friends), a gifted and well rounded newspaperman, here for retirement. He was doing rather well until a throat cancer destroyed his voice. By the time he mastered diaphragm talk his publication had perished from mal-nutrition.

Hindsight makes it now clear that steadily mounting costs, the multitude of established voices of press, radio, TV make a near impossibility the survival of specialized new publications seeking limited audiences.

Undoubtedly the most picturesque personality in the world of printing in St. Petersburg is Rube Allyn, creator and head of Great Outdoors Publishing Company, 4747 - 28th Avenue North. From this address there has poured out for slightly more than a decade a constantly swelling stream of books, mainly dealing with Florida outdoors; fishes, shells, animals, plants; mostly fishes, but it has to be Florida; and Allyn even delves into the realm of conventional Florida history. To the flood of books there was added two years ago

a magazine called the Great Outdoors which has subscribers world wide. A total of about 115 books bear his imprinture with a total volume count well over a million. Mostly paperbacks they flare from over 300 book stores and other established outlets in Florida; their violent red and green covers clamoring for attention and readers. The quality of the contents of the books is high.

Rube and his family are from everywhere. His parents were wandering minstrels. They played the Northwest Chautauqua circuit for years. Rube, Jr. was born in Saskatoon, Saskatchewan, Canada but his father was originally from Iowa. The Allyn's came to the Bradenton-Sarasota area early in this century. Rube, Sr. published a Sarasota paper. One incident best reflects the character and color of the paper and the editor. It was being published in a building on the end of a pier at Sarasota but the type was set by the Tampa Tribune. When the Tribune sued for a large unpaid bill, seemed headed for a judgment and a tie up of the publishing building, Rube Sr. floated a barge under the building at low tide. When the rising water lifted the building off its piers he towed it to anchorage in mid-bay, thumbed his nose at the Tribune judgment. Then he moved to St. Petersburg and started a Sportsman's Magazine.

When Rube Sr. was incarcerated in jail — charged with murder — this writer volunteered to edit "The Florida Fisherman," which was then bread and butter to Mrs. Allyn and her five young children, two girls and three boys. He edited the magazine until Rube was freed by a jury. Members of the family still maintain residence at the old address, 836 — 35th Avenue South.

Rube, Jr. now lives back of his printing plant - 2780 48th Avenue North, but being half fish he prefers living on water, has spent much of his life living aboard boats or houseboats.

Rube started his newspaper career as a linotype man on the St. Petersburg Times, eased into a fishing column, which he made famous (a fame Red Marston has ably continued, perhaps even enhanced.) But Rube lost his job with The Times because he had a

"Moonlight" printing plant at Blind Pass, starting with two of his most famous books, Dictionary of Fishes and Dictionary of Reptiles. These two books, after a decade, are still best sellers, reprints of 5000 being run off at frequent intervals.

Rube has a naive unconcern for fame or headlines that is almost unbelievable. While he was on The Times the Southeast corner of Fifth and First Avenue South housed a drugstore whose booths were the favorite coffee break nooks for Times staffers. This writer also was a regular customer. Sipping Java and exchanging gossip with the writer, Rube one day pulled out and passed over a letter to show, suddenly grabbed it back and thrust it in his pocket. Nelson Poynter and a squad of Times Executives had entered the room.

"Nelson might see the letter and want to publish it," Rube explained. After the danger had passed he handed this writer the hand written letter. It was from Paris and was regretfully apologizing to Rube that the writer would have to break a date for an obviously long planned major fishing trip.

The writer was a man named Ike Eisenhower, who explained to his fishing crony that he had finally promised a group of insistent citizens that he would run for election as President of the United States. One wonders if Rube bothered to keep the letter.

Starting with an old Heidelberg Press, a hand press, a hand cutter and a stitcher Rube now has as modern a plant as money and experience can devise, can print, pack and ship a 20,000 press run of books in a twinkling and with an efficiency that need apologize to none other. Rube is now 65, has been married a considerable number of times, several times to the same lady; which is just about the way he would report the matter if asked. If he has an enemy he or she is one of the quietest persons in St. Petersburg. (He was killed in 1969 by an automobile while riding a bicycle.) His able son Charles Allyn carries on with the same drive but more order than the father — the third generation of colorful writers and publishers.

But the Browns and the Poynters, and their papers, the Evening Independent and the St. Petersburg Times are the main actors and performers in the history of The Printed Word in St. Petersburg. That dramatic story will be in a separate report.

Special Report VI

THE PRINTED WORD

(The Times and Independent)

The principal actors, of course, in the big acts of The Printed Word drama in St. Petersburg were the Brown and Poynter families and their respective properties — The Evening Independent and The St. Petersburg Times.

Stout competitors for nearly half a century, the two papers, came under the single ownership of Nelson Poynter in 1962 when owners who had acquired The Independent from the Browns gave up the fight in the face of the Times' phenomenal growth after World War II and the afternoon paper's steady decline.

The real saga of The Evening Independent started Dec. 15, 1908 when Lew B. (Llewellyn Buford) Brown bought The Independent; ended with his death Aug. 16, 1944. Its final chapter as a Brown family institution ended Jan. 1, 1951 when Ralph Nicholson, of The Tampa Times, bought the paper but not the real estate on which it sat. Both Nicholson and the paper were unhappy with the arrangement which Nicholson ended abruptly a year later by selling to Roy Thomson.

Thomson was at the beginning of a fabulous and spectacular career (Roy Thomson Newspapers Limited) who had started in Canada, bought a small string of Florida papers, and went on to acquire more newspapers, magazines, radio and TV stations sprinkled over North America, Europe and Africa than any other person in the world.

A Thomson Failure

The Independent was one of his few failures. Loyal Phillips was made editor and publisher. He downgraded the generation-old duel between The Times and Independent into bickering and quibbling, rather than the traditional ideological royal battle between two rival papers. The Independent circulation and advertising lineage gradually sank into hopeless red ink until Thomson would have no more of it.

He phoned Nelson Poynter in mid-1962 from New York and announced that unless Poynter bought it he would kill the paper. Feeling a two-paper situation essential to a city, Poynter unhappily took over June

25, 1962, he getting at first only the masthead, circulation and good will from Thomson; but later taking a long lease from L. Chauncey Brown, son of Major Brown, on the land and building. The building was demolished. The land was turned into a parking lot, extinguishing the last Brown family flavor and color attached to the paper.

The Independent sprang into national prominence with its famous "Sunshine Offer" of Sept. 1, 1910. Much of the color departed with Major Brown's death. But the paper was run with sound but quiet competence by Chauncey who had been educated as an electrical engineer and probably was troubled with divided emotions between the widely different fields.

A Man of Stature

Oddly, it was only after Chauncey retired that the citizens of St. Petersburg became aware of his stature as newsman and citizen. When the First Federal made much ado of its 25th anniversary in 1958 with a big public dinner, the main feature of which was the naming of the citizen who had been the city's most useful and versatile one for that same quarter century — who was the winner? L. Chauncey Brown, the quiet one.

It would be impossible to name an important board, a facet of community life, in which the young Brown had not been an important factor. For years he has been a member of the County Park Board. He was a leader in founding St. Petersburg Junior College. President and for 12 years a governor of the Chamber of Commerce, secretary of the City Advertising and Library Board; commodore of the St. Petersburg Yacht Club, president of the Community Chest, innumerable clubs and organizations — the list is endless. But he wasn't a "joiner" — he was a worker — a quiet, efficient one.

Neither Nicholson nor Phillips, who ran the paper for Thomson, was able to recapture the quiet conservatism, the deep and sincere interest in community affairs which made The Independent a solid influ-

ence during its ownership by the Browns. Neither could match the imaginative, innovative, always-campaigning philosophies of Nelson Poynter. From the day Nicholson took over, the Independent began to skid in circulation, advertising impact and influence and it demise as a Times' competitor became inevitable.

Poynter did not want The Independent — he was strongly opposed to monopolies and chain ownerships. He took it to save it from extinction and also to protect the afternoon field — he knew that if The Independent folded, some chain, possibly Scripps-Howard, which had shown interest, or The Tampa Tribune Co. with its afternoon Times, would quickly move in as a competitor to his Times.

Editorial Voices — The Same

As owner of both papers, Poynter found himself in the position of encouraging exactly what he had opposed for years — a monopoly on news distribution and a single-path editorial voice. He refused suggestions that The Independent have its own editorial board with freedom to move counter to The Times on occasion — to support projects The Times opposed, to endorse candidates for public office which The Times opposed, to provide a conservative, pro-Republican viewpoint on issues of the day as opposed to The Times' more liberal, pro-Democratic stance.

It would be hypocritical, he said, to create, in The Independent, a "Synthetic voice" saying things Nelson Poynter never would say while trying to delude the paper's readers that this was sincerity.

After two years of trying rather unsuccessfully to move ahead as "a good, complete, afternoon newspaper" which, Poynter predicted, could achieve 50,000 circulation in five years, The Independent changed direction. It became "local and lively," stressing St. Petersburg news while leaving the more thorough regional, state, national and world news coverage to The Times. With sparkling typography, often-bright and often exclusive coverage, the paper did a good job. But it has not come close to that 50,000 circulation goal — in fact, as of 1970, after eight years of Time' ownership, it had not reached 30,000.

Paul Poynter

Paul Poynter bought his first paper in 1897 when he was 22 years old. His father was a wagon maker. The paper was at Kokomo, Ind. It became a success despite his slender finances and at the first opportunity he bought another — and another — and another. He eventually owned Indiana papers in Sullivan, Kokomo, Seymour, Columbus and Noblesville. After entering the Florida field at St. Petersburg, he spread out again and bought four other Florida papers — at Perry, Sarasota, Clearwater and Brooksville. For good measure he picked up another at Hickory, N. C.

Paul married Alice Wilkery of Sullivan on April 11,

1900. The Poynter family has lived in that town and St. Petersburg since then, Mrs. Paul (Alice) Poynter at 300 Brightwaters, Snell Isle.

The Poynters had two children, Mrs. W. C. (Eleanor) Jamison and Nelson. Mr. and Mrs. Jamison live in Sullivan and own and run the two Sullivan papers. The Daily Times and The Democrat. Mrs. Jamison is active in management of the two papers just as her mother was in the early days of The Times. Nelson was born December 15, 1903.

As to Paul Poynter, three personal experiences can picture him, perhaps better than in any other way.

\$9,000 — No! \$9 — Yes!

In 1927, two years after the Boom of 1925 had collapsed, the community was a financial shambles. What with a huge new building at 440 First Avenue South, a bigger mortgage and almost no solvent advertisers, The Times was hard-pressed. On a Friday — payroll day — a calm but urgent Paul Poynter cornered this writer in his desolate office. He had three sheets of paper in his hand, all details of long past due advertising accounts. He was intent on collecting.

"Can you pay this \$9,000 account of the Allen-Fuller Corp.?"

"Lord, no."

"Can you pay a part of this \$3,000 bill of Fuller-Hunter Corp.?"

"Sorry, Mr. Poynter, but I can't."

"Well, surely, Walter, you can pay this personal bill of Mrs. Fuller's for \$9."

'Twas done and Paul, with a friendly "good by" walked briskly out.

Office Space — Free!

Several years later this writer was working for a financial institution involved with Florida municipal bonds. He evolved a plan of operation for a business of his own that he thought would be beneficial to hard-pressed Florida taxpayers and would also yield him a good living. One missing ingredient — working capital.

He was outlining his idea to Paul Poynter.

Paul: "How much office space would you need?"

"Two rooms."

"Take two rooms in The Times Building."

"Sorry, Mr. Poynter. I don't have enough money to pay the first month's rent."

"You don't need any money. Your credit is good. I have confidence in Walter Fuller."

Thriving Business

The firm confidence of his voice was stronger than this writer's faith in himself. But that did it. He moved in — didn't get square on the rent for five years, but ended up with a thriving business which he is egotistical enough to believe rendered a great service to some 2-million hard-pressed Florida taxpayers. They were rich years.

Oddly, 12 years from that start, almost to the day, Nelson Poynter offered this writer more than his business was earning to become a member of The Times staff, which started two hectic but rewarding years.

In 1936 this writer was elected to the Florida Legislature. There were three Pinellas House members. At that time Florida government was in the tight grip of senators from small counties and a freshman House member from a large county was about as powerful as a glass minnow faced with a 10-foot shark.

After his "election" in June (a win in the primary, there being no Republican officeseekers around in that far-off day) this writer traveled the state for several months to ferret out a "cause" he could champion that would best serve Pinellas. It gradually dawned on him that this county's life blood was from tourists but that with amazing complacency and stupidity the county had allowed itself to be fenced off from the world. The outsider could not get in without paying a toll — Bee Line Ferry, Gandy Bridge or Courtney Campbell Causeway. That was about as smart as if Doc Webb put turnstiles on all outer doors of his Webb's City and charged potential customers a dime to get in.

Free Highway Campaign

He resolved to break that strangling ring. First battle, he conceived to be a free direct highway from the North. He planned an organization to be called the Gulfcoast Highway Association to build that road, which today is U. S. Highway 19. He laid his plans, picked 100 local men he considered the most powerful in the town and wrote them an urgent invitation to attend a meeting.

Eight came. This writer outlined his plan and dreams as forcefully and eloquently as he could, then asked the first man in the small circle what he thought, then the second, then the third and so on through the seventh. Each outlined a sound reason or reasons why the plan couldn't be accomplished.

The eighth man was Paul Poynter. His speech was short. He clenched his fists, clamped tight his square jaw — both characteristic mannerisms — and said:

"If Walter Fuller is willing to give his time I am willing to give my money. I subscribe \$100." That was in 1936 when a \$100 donation would equate perhaps \$1,000 today. The remaining seven were shamed into a total donation of about \$400. One gave \$10. Florida Power, City of St. Petersburg and County of Pinellas gave \$1,000 each and the Gulf Coast Highway Association was born. Four and a half years later U. S. 19 was officially Florida priority No. 1 of the U. S. Bureau of Roads and its eventual completion became a certainty, although the fact came 13 1/2 years after the commitment.

Nelson Poynter

For the last 35 years, it is not too great a distortion to say that the words "Nelson Poynter" and "The St.

Petersburg Times" have been synonymous. The Times has been his life and his training of a lifetime and his undivided devotion to The Times has made it one of the great newspapers of America.

Nelson Poynter was born Dec. 15, 1903. When he was 10 years old, in 1913 that is, one year after his father had bought the paper, he sold copies of The Times on the streets of St. Petersburg. That year he also reported his first story; The eye-popping Tony Jannus airplane, operating from the city waterfront, lost a wing but Tony landed safely and stuck the wing back on. It was a contraption of light wooden spars and heavily oiled canvas. One could hitch them back together in that pioneering day.

Indiana, Yale Degrees

Nelson graduated from public high school in Sullivan, Indiana. He attended Kentucky Military Institute and won an A.B. degree from the University of Indiana (he was editor of the college newspaper), and got a master's degree in law and economics at Yale. He then deliberately sought out and served in a series of jobs on newspapers scattered throughout the United States and one in Japan.

His first formal newspaper job was as a reporter on The Washington Daily News. Then he became news editor of the Japan Times in Tokyo. He then became owner and publisher of two newspapers — first, The Clearwater Sun and then The Kokomo Dispatch. Next step in newspaperdom was as editor and publisher of the Columbus Citizen, in the Scripps-Howard chain.

Then he deliberately switched to the business end, first as advertising and business manager of The Washington News, then business manager of The Minneapolis Star.

By this time it was 1938 and young Poynter felt ready to start his career with The St. Petersburg Times. By a quirk of events it happened that this writer sat in on the discussion between Paul and Nelson at which that transfer of power and authority was made. There was no doubt from the minute that conference was ended who was in charge.

Mullet Key Crusade

Nelson started a successful crusade within days after assuming charge. Andrew Potter, then a county commissioner and this writer were obsessed with the idea that this County should own Mullet Key. We took the idea to Poynter. Encouraged by a blast of publicity from The Times, the County Commission Oct. 6, 1938 bought for \$18,000 all of the 860-acre island except the small area occupied by an old abandoned U. S. Army post and two 1898 model light and heavy gun batteries protecting the entrance to the harbor.

World War II briefly interrupted this one, the Army seizing the island as a bombing and gunnery range for MacDill Air Force trainees in 1941. Poynter pursued the matter, was a power in eventually getting the island declared surplus land by the United States government. The property was appraised, offered first

to various governmental units in certain prescribed sequences. All Federal and State agencies waived right to buy. Pinellas grabbed the whole island for \$26,495 in 1948. Undoubtedly it was the greatest real estate bargain ever in this county.

Appraising The Key

It happened that this writer was appointed to make that appraisal. The County had the right to buy at half the appraised figure. The inspection had to be made by boat. It happened that the appraiser absent-mindedly took his tarpon outfit along, caught some grunts and a catfish or two and trolled while he inspected the shoreline. Can he be criticized for the fact that he happened to land a tarpon that day — and got paid a per diem for so doing?

During World War II, Poynter served in several vital and sensitive positions.

In 1940 he served under Nelson Rockefeller with a group seeking to establish better press relations with Latin America. He teamed up with Karl Bickel, former president of the United Press, to improve the press in South America.

In 1941 Poynter joined Gen. William Donovan ("Wild Bill" Donovan) in the Foreign Information Service and helped direct "The Voice of America," a vital agency in propaganda helpful to the Allies of the United States, by radio and otherwise.

Nelson was a member of the first Everglades National Park Commission, which together with then Gov. Spessard Holland, created that great public area considered second in the nation only to the Grand Canyon public reservation. He was an active participant in the first organized effort through the University of Florida to make a study of the needs of the country's growing army of senior citizens. Gerontology it is now called.

When U. S. 19 neared completion and private endeavors and the activities of the St. Petersburg Port Authority proved futile, Poynter educated Gov. Fuller Warren on the situation, staged a gigantic and spectacular public presentation of the need to the Governor, subtly submerging himself, allowing Warren to assume the posture of having originated the idea and assisted by then state Senator Henry (Hank) Baynard, and Alfred McKethan, Brooksville banker and then chairman of the State Road Board, drove the construction of the Sunshine Skyway to a successful conclusion.

Skyway Toll Cut

In 1958 when it was proposed to refinance the Skyway with a program to indefinitely continue the then minimum \$1.75 toll, Poynter started a battle that stopped the refinancing, got the toll cut to a dollar. This writer can claim credit for starting that fight but it would never have gotten very far off the ground without the power of The Times.

In the most spectacular display of public action ever seen in this city, up to that time, spontaneous

committees sprang up, petitions were offered on every prominent corner of the city and in 12 days 40,000 citizens signed protests to the \$1.75 toll. The Chamber of Commerce, City Council, County Commission and Gov LeRoy Collins had endorsed the \$1.75 program. In a dramatic and spectacular "march" on the State Cabinet, led by Baynard, Poynter and this writer, all including the Governor (who, to quote his own words at that meeting, had publicly "to eat crow" were pressured and/or persuaded to reverse their stand.

In 1963, when a second more dangerous effort was made to refund the Skyway bonds in order to four-lane it, The Times waved those 40,000 signatures, threatened to get more and staved off that try.

Refinancing Accomplished

In 1966, Gov. Hayden Burns tried again and despite the efforts of The Times, some 22,000 petition signers and a personal confrontation with the Governor, Treasurer Broward Williams and Comptroller Fred Dickinson (with State School Superintendent Floyd Christian thrown in, he having invited himself into the fight) Burns prevailed and the Skyway was saddled with a new bond issue of \$25-million at high interest rates in a move this writer personally considered a public financial disaster for this community.

Congressional Quarterly

In 1944, Mr. and Mrs. Poynter established Congressional Quarterly with headquarters in Washington. The average citizen, of course, is but dimly aware of the existence of this service. CQ does research, mostly involving Congress and various governmental agencies, makes the information available to newspapers and other organizations for prices geared to fit their circulation or volume of business.

Mrs. Henrietta Poynter was a main spring in creating and directing this organization until her death in 1968.

In 1956, the Poynters supplemented Congressional Quarterly with Editorial Research Reports which is pinpointed to provide reliable information on governmental activities for use primarily in editorial writing by newspapers.

Other Times-Poynter campaigns had a vital effect on the quality of Florida lawmaking, honesty in political campaigns and the information of the public. Best known perhaps was the "Who-Gave-It, Who-Got-It" law to limit campaign contributions, compel full disclosure and prohibit certain groups and individuals from contributing to political campaigns. Another was the award of a series of "Outstanding Legislator" awards to members of House and Senate after each session, originated in 1947.

Times Campaigns

In 1940 Nelson Poynter and The Times were leaders in establishing the Civic Music Association. It

arranged seasonal series of notable musical programs.

In 1944, The Times enlisted U. S. Sen. Claude Pepper and Gov. Spessard Holland, who in turn gained the ear of President Franklin Roosevelt and induced the President to issue an emergency war order freeing Gandy Bridge and Davis Causeway of tolls April 27, 1944.

In 1947, Poynter bent a rigid practice not to assume a public position and became a member of the first County Park Board. After a while he substituted Warren Pierce, one of the more notable editorial writers of the paper and he served for 10 years, mostly as chairman. Pierce retired in the Spring of 1967 due to ill health, after a distinguished tour of duty as principal editorial writer. He died shortly thereafter, owner of a small Georgia paper and operator of an ancestral farm.

The crowning achievement, however, occurred in 1963 when The Times won the coveted Pulitzer Prize for its exposure of shenanigans in the construction of the Florida Turnpike and its operation by the Florida Turnpike Authority.

Fight Against Bayway

In 1962 an involved program of causeways to cost \$16.8-million was proposed by the Pinellas County Commission. It (the Pinellas Bayway) was to run from U. S. 19 on 62nd Avenue South to St. Petersburg Beach at 32nd Avenue, with a mid-Boca Ciega Bay stem running south to Fort De Soto Park (Mullet Key) bisecting Tierra Verde Island, a super-de-luxe promotion, launched by the Green Brothers, Irving and Hyman. To gain popular support, about half of the bond money was assigned to pave various state roads throughout the county. To make the bonds salable, Pinellas secondary gas tax money was pledged to the bonds.

Suspecting political maneuvering, an undesirable mixture of public highways and private real estate promotion, The Times vigorously fought the proposal. It became one the rare Times' defeats. The bonds were approved, the toll gates erected — there are four. The Bayway has been a recreational triumph and a financial disaster.

Unfortunately, The Times' opinion proved sound. Traffic was light, annual loss on supporting the bond issue was large and harmful to Pinellas County finances. Tierra Verde turned out to be a spectacular financial failure. The only plus side was Fort De Soto Park, one of the State's more spectacular public parks, growing in popularity, despite the barrage of toll gates, as various recreational and amusement features are developed. Happily, the County Commission followed a policy of high class installations, free of any tincture of Coney Island-ism. A rather large camping area proved popular and is booked solid months ahead.

St. Petersburg Symphony

Beginning in 1962, The Times-Poynter team got behind formation of the St. Petersburg Symphony. The

first campaign in 1962-63 raised \$15,000; the 1964-65 campaign, \$67,800.

In 1963 the two railroads, Seaboard Airline and Atlantic Coast Line, (now merged), at long last agreed to remove their Downtown stations and tracks from First and Second Avenues South. This terminated a Times campaign started by W. L. Straub in 1917 and pursued relentlessly year in, year out for four years short of half a century.

The long campaign by The Times had educated the citizens, voters and officials to the advantages of relocating tracks and stations so that a removal contract hit no snag, despite the fact the railroads drove a very hard bargain indeed, throwing a multi-million dollar burden on city taxpayers to pay for removal, for the old station sites and to build a new union station. But if the tab had run many millions more the price would have been cheap. Doc Webb promptly bought, for \$800,000, the old SAL station block opposite his main store, established the Downtown's largest parking lot.

Times Acquires Land

In the 1930's The Times printed the annual County delinquent tax list, traditional major political plum in county politics. The County couldn't pay and The Times took many thousands of so-called Murphy Act tax certificates from the County in part pay. In 1944, then a Times employee, this writer was directed to turn these certificates into money. He had visions of creating a huge real estate empire, which he would administer to the vast enrichment of everybody concerned. This pipe dream was quickly shattered by a terse command from Nelson Poynter.

"A newspaper has no business owning any real estate not essential to the present or prospective operation of the newspaper. Except for acquiring some strategic sites for future district sites for newspaper delivery, sell all the certificates in the shortest possible time."

Times Becomes a Giant

From its humble beginnings in the early 1900's, The Times, guided by Paul Poynter and then by Nelson Poynter, with substantial assists from Bill Straub, Mrs. Nelson (Henrietta) Poynter, C. C. Carr, Tom C. Harris, and the more recent managerial and mechanical leadership of Donald K. Baldwin, Irwin Simpson, Jake Lake, Donnell Shortell, Joe Yauch, Lawrence T. Herman and others, grew into an impressive publishing giant.

Baldwin came to The Times in 1958 as managing editor, filling a vacancy which had existed for several years. Tom Harris had vacated it to become executive editor in the middle 1950's and no one had moved in. Baldwin, a 15-year veteran of the Associated Press, was news editor of the AP's bureau in Tokyo, Japan when Poynter met him and offered him the job.

Poynter may, or may not, have realized then that this young newspaperman from South Dakota would



Paul Poynter



Nelson Poynter

one day succeed him as editor and president of The Times. But he did. Baldwin moved up to executive editor in 1961, when Harris became general manager. In 1968 he became the first vice president of the Times Publishing Co. Feb. 5, 1969, Poynter, who had been chief executive officer of the paper since 1938, announced that he was stepping up to chairman of the board and Baldwin would become president of the company and editor of The Times.

Three advertising directors played prominent roles in Times' progress during the two decades of the 1950's and 1960's.

Irwin Simpson, whose national advertising firm in New York City had had The Times as a client for 20 years, moved south to become Times advertising director in 1944. He held that post 16 years, during which time the paper's staff, lineage and ad prestige reached new highs.

Jan. 1, 1960, Simpson was named vice president in charge of sales and promotions and John B. "Jack" Lake took over as advertising director. Lake came to The Times from the Elizabeth, N.J. Daily Journal where he had been ad director. Prior to that he was with the Lancaster O. Eagle for nine years.

After Tom Harris took a leave in 1966 which resulted, eventually, in his retirement at the end of 1968, Lake took over the duties of general manager while continuing to direct the ad staff.

In September, 1967, Lawrence T. Herman, a one-time ad director of The Detroit News and partner in a Detroit investment syndicate, replaced Lake as ad director, enabling the latter to devote full time to his duties as general manager.

Shortell, considered one of the most knowledgeable newspaper mechanical men in the country, came to The Times in 1951 as production manager. He had been mechanical superintendent of the Asbury Park, N.J. Press for 21 years prior to that. It was Shortell's expertise in all phases of newspaper production that provided the guiding hand in planning and designing The Times' vast expansion of production facilities, including its 34th Street North Color Printing Plant.

Meanwhile, the paper's almost sensational growth



Henrietta Poynter



Tom Harris

in circulation during these two decades, was principally due to Joseph F. Yauch, who became circulation director in July, 1954. The day he took the job, Times circulation was 53,423. Jan. 1, 1970, it was 195,316 Sunday and 170,695 daily. Prior to coming here, Yauch was the first circulation director of Newsday, on Long Island, a paper he lifted from zero to 180,000 circulation in eight years. The Times recently passed the Tampa Tribune on circulation.

C. C. "Charlie" Carr

C. C. "Charlie" Carr, a native of Indiana and associated with Paul Poynter in that state, came to St. Petersburg in 1914 and bought a one-third interest in The Times. In 1923 he sold his interest to David B. Lindsey, Sr. and his son Dave B. Lindsey, Indiana newspapermen who had also known both Carr and Poynter in that state. Carr moved his headquarters to New York and Chicago and formed and ran the Lesan-Carr Advertising Agency. In 1927 he returned to St. Petersburg and bought out the Lindseys, who had fit in poorly with both the paper and community. The Lindseys moved to Sarasota and bought the Sarasota Tribune.

In 1934 Carr sold out to Paul Poynter and became public relations man for the Aluminum Corporation of America. He remained with Alcoa until his death, Aug. 22, 1952.

Carr was active and public spirited in public affairs. He was chairman of the Pinellas County School Board, 1924-26, and had the unhappy distinction of being the first Democratic officeholder of prominence in Pinellas to be defeated by a Republican when he sought re-election. His opponent was Dr. George Fitch, politically unknown, who rode the Herbert Hoover landslide to victory.

Perhaps Carr's greatest service to the city was serving as chairman of a committee which surveyed the city's water problems, then becoming acute. He induced the city to buy WeekiWachee Spring, which it still owns, as a standby supply and establish its source of water at Cosme-Odesa, which still supplies the city. Experts calculate the fields to be a safe and ample source of water for perhaps the future 100 years.

The Times Veterans

No account of The Times would be complete without mention of three men who, as reporters and editors, served the paper collectively nearly a century and a quarter, Tom Harris, Ralph Reed and Stan Witwer. When he retired Jan. 1, 1969 to become an executive of El Mundo, the largest daily in Puerto Rico, Tom C. Harris had been with The Times 45 years. Ralph Reed was a reporter and editor 44 years. Stan Witwer, in June, 1969, passed his 30th milestone.

From the beginning Tom Harris had been Nelson Poynter's strong right arm. He had worked longer consecutively for The Times than any other person living or dead, although Reed ran neck and neck with him. He started in knee pants, ended up as general manager after serving in a dozen or more posts on the way up. In 1923, he walked into The Times in knee pants and asked for a job, got one as a composing room boy, "printers devil" in newspaper parlance. He was then still a student at St. Petersburg High School.

Quickly showing a talent for newspaper work he was made police reporter. His predecessor, Reed, on his first day, started with him up First Avenue South to the police station, then across the avenue in the 300 block. Glancing repeatedly at the knee pants, Ralph kept shaking his head. Finally he stopped and said:

"Tom, I just can't do it. I can't walk into the police station and tell the desk sergeant and the boys on duty you are the new police reporter, not in those short pants. Come on."

Long-Pants Reporter

He walked Tom to a men's clothing store and bought him a pair of long pants and then took him to the station. Thereafter, for some time Harris led a double life. His father looked unkindly on his job, in fact didn't know at first he had it. So, until the family dust settled, Harris would walk to work in knee pants, change at the office into the long ones and go back to the shorties when he went home.

Harris was a great police reporter. He achieved national notice when he solved a particularly lurid local murder mystery that had baffled the police, by shrewd analysis and observation of points the police had missed. As a part of that chore he had a stool pigeon masquerading as a fellow criminal locked up with the suspect.

Reed, who retired to become curator and manager of the Pinellas County Historical Commission Museum, served the Poynters over a 50-year period starting with Paul Poynter on the Sullivan, Ind. paper in 1910. He came to The Times in 1914, took two years out for World War I and retired in 1960. His consecutive service with The Times about equaled that of Tom Harris.

Harris Become Editor

Harris became city editor in 1926 and managing editor in 1933. In 1941 he moved up to executive editor and then general manager. He retired Dec. 31,

1968. Before that he took leave of absence and became executive editor of El Mundo, the biggest and most influential paper in San Juan, Puerto Rico. He had, for many years, taken his vacations in Mexico or South American countries, had become an authority in Spanish American affairs. The paper uses the Spanish language.

Stan Witwer came to The Times early in 1939 from Dayton, O. to become sports editor. The Times was struggling then, with less than 20,000 circulation, and the sports pages were edited by William Jibb, who had been Nelson Poynter's secretary. Witwer, who had come south as a Dayton, O. Herald reporter covering Spring training of the Cincinnati Reds in Tampa, liked St. Petersburg, as did his wife, Pat. On the 1938 trip, he asked Tom Harris for a job. A year later he got it.

He recalls his significant introduction to the job by Poynter and Harris, with whom he was having coffee at Simpson's Restaurant on Central Avenue. Said Poynter, "You probably have the ideal job on this paper. Because neither Harris nor I know anything about sports. We won't know whether you're doing a good job or not."

Many Assignments

Witwer was sports editor until 1942 when he became city editor. Subsequently, he was Times news editor, editor of the editorial page, associate editor, special editions editors — he edited the 1954 Sunshine Skyway Edition, the biggest ever put out by The Times up to then. In 1962, when The Times bought the Independent, Witwer was made managing editor of the afternoon paper. In 1967, after three major eye operations had made it impossible for him to continue as a desk editor, Witwer became a special writer of higher education news and, subsequently, won Florida Education Association recognition for "distinguished" reporting in that area.

In 1951, Witwer originated the Medical Forum — a public panel-type discussion of health subjects by local doctors, which spread over the country to more than 200 cities, was featured on national television by NBC and was cited as an "outstanding public service" by the American Medical Association. He wrote the editorial which started the Chamber of Commerce and other local groups on their successful quest for Florida Presbyterian College.

In 1956, Gov. LeRoy Collins named him to a committee to plot the future of educational television in Florida. He subsequently was named by four governors — Collins, Bryant, Burns, Kirk, to membership on the Florida Educational Television Commission and was its chairman four times. When the commission went out of existence in 1967, it had helped put nine ETV stations on the air.

Henrietta Poynter

Plain facts make it clear that during her quarter century connection with The Times, Henrietta Poynter had the greatest influence in the direction, growth



From left to right: Jack Olson, Miss Dorothy McConnie, Mrs. Henrietta Poynter, Nelson Poynter, Tom Harris, and Mr. Irwin Simpson Board of Directors of the Times.

and power of The Times-Independent of anyone save only Nelson. The two met while Nelson was involved in the Nelson Rockefeller commission, were a great team until her sudden and untimely death.

This writer had an unusual opportunity to see her flaming spirit and personality in action. As a member and vice chairman of the 1944 Florida Democratic presidential delegation he appointed her as his alternate. She and Mr. Poynter both attended the convention in Chicago.

During the convention occurred one of those "smoke filled room" dramas that seldom see print. A hasty meeting was called of the delegation to be informed that certain individuals and groups were urging Senator Claude Pepper to offer himself at the convention as a candidate for vice president. Nelson and a number of other influential and interested Floridians were also there. After Pepper, who was presiding, had finished the announcement there was a stunned silence and an awkward pause. Pepper finally turned to Poynter, who was in a far and inconspicuous corner, and asked:

"Nelson, what do you think of the idea?"

Poynter, who had vigorously led the fight for Pepper's re-election to the senate, hesitated not a second in replying:

"I can think of no greater mistake."

Never, probably, did a vice presidential boom die quicker.

Henrietta was a gracious and tactful hostess and socialite and her activity in that field did much to soft-

en and even dissolve a hostility to The Times and its political philosophy widely existing in local high social, political and financial circles.

Nor was her gracious touch limited to high circles. This writer well remembers an incident when he and two Negro assistant laborers were planting a quantity of large myrtles on the Poynter residential grounds on Boca Ciega Bay. Noon came and with it hunger and still several hours of work ahead. Henrietta suddenly appeared and announced she had a lunch ready for us. As we cleaned up a bit I assumed food would be served in the garage or on an outside yard table. But no. On the bayside front porch of the main house. It was the maid's day off and food was served by Henrietta herself. Driving home on the truck I told the two Negroes:

"Boys, when you get home you can tell your family and friends that your lunch was served today by the wife of a millionaire in her home."

Quite an experience for two ignorant South Georgia Negro field hands.

Speaking of women on The Times makes it fitting to mention another, who also served Nelson Poynter and The Times superbly for more than a quarter century. And that is Miss Dorothy McConnie, Nelson's executive personal secretary. She rates in this writer's book as one of the five outstanding business women he has known in St. Petersburg over a 55 year period. The laudable incidents that could be told are endless.

Came the time when under the rules of The Times Publishing Company compulsory retirement for Miss

McConnie came. And she was dismissed, presumably to enjoy the fruits of the most generous and secure retirement fund and benefits of any large local organization.

The next day Miss McConnie's phone rang and an executive of The Times was asking her for a brief "temporary" help on a problem of the paper. The days have been rare since then that she is not in The Times building helping on a problem. In fact she has a private office and an unlisted phone in the building.

The View — Not Always Bright

When one viewed The Times in 1970, it was difficult to realize that this giant was not always so big or so solid, or so successful in a financial way. After the collapse of the Boom, money was so short Times employees were paid in scrip which they traded to merchants for groceries and which the merchants gave back to The Times for advertising.

Once prior to World War II The Times building had to be refinanced to get money to keep going. During the war paper shortages kept The Times and most other newspapers in continual hot water. The Times often had to print at least one adless paper a week to conserve space. On one Saturday, it had to rush trucks to Tampa to borrow newsprint from The Tampa Tribune because not enough of the right size was available here.

But in the 1950's and 1960's growth was steady — often spectacular. Circulation multiplied and physical facilities kept pace. Times circulation (which was

much higher during the winter tourist season) averaged 40,675 daily and 45,732 Sundays in 1950. From 1950 to 1955 both figures jumped up 25,000 copies. By 1960, the coveted 100,000 goal was passed, as sales averaged 108,204 daily and 110,120 on Sundays.

Circulation Grows

On March 31, 1969 average (for the previous 12 months) was 156,490 daily and 173,976 Sundays. The difference reflected the skilled use of color in the Sunday editions which compared with the best in the nation, regardless of a paper's size. By this time, too, front page color was a way of life at The Times seven days a week.

When the Times Building, finished in 1925, became too small for operations, a big new color press plant was built on 34th Street North (U.S. 19). That plant has 21 units of high-speed printing presses and two offset presses on which the Sunday magazine, The Floridian, and special sections are printed. And further expansion is in the planning stage.

Downtown, the Mitchell Building, which adjoined The Times Building to the west, was acquired and converted from a hotel into newspaper offices. In 1968, The Tropic and Royal Palm Hotels, occupying half a block at Fifth Street and First Avenue South were torn down and a new, five-story \$1-million building was put up there.

As the 1970's dawned, The Times was topping 200,000 circulation at certain times of the year and was headed for annual average circulation in that area.



From left to right: Mr. W. W. McEachern; Major Lew B. Brown, of the Independent; C. C. Carr, once part owner of the Times; W. L. Straub, first great editor of the Times; and L. Chauncey Brown, Evening Independent.

Special Report VII

RADIO AND TELEVISION

The revolution in communications, brought on by radio and television had its first effect on the Tampa Bay area in 1922 with the activation of Radio Station WDAE in Tampa. St. Petersburg's first radio station was WSUN in 1927. This station's name, as is obvious, was concocted to salute and promote the city's famous sunshine. By 1970, when this was written, the area had 18 radio stations.

Television followed in 1953 when WSUN-TV joined its radio namesake. TV, except for unusual circumstances which will be detailed later in this report, should have made its debut here in 1948. A lack of vision and imagination caused the area to miss the boat, however, in that instance. Other stations followed and at the end of 1969, there were seven TV outlets serving the area. The seventh was WTOG which went on the air from St. Petersburg early in 1969.

Thus, Jan. 1, 1970, there were 25 radio and TV channels providing entertainment, education, news, music and sports. There was a Spanish language radio station and others operating as a Negro station and another foreign language one. On the TV side two were educational, providing a broad cross-section of academic and enrichment programs.

When we speak of the "area," we are considering stations in Tampa and Pinellas County. They served not only the populace in this immediate area but also listeners and watchers in other surrounding counties, as far south as Sarasota, north into Citrus County and east to the Orlando vicinity.

The dramatic highlights of this communications revolution, as far as St. Petersburg was concerned, revolved around the birth and gyrations of WSUN and WFLA — radio, which once were one and the same briefly; the "ghost station" WSEE, which never went on the air; the City's experiences with WSUN-TV; the evolution of WTSP (now WLCY) radio and its eventual purchase by the Rahalls, who added WLCY-TV and, finally, WTOG.

The personalities were many, with starring roles

going to Robert R. Guthrie, Nelson Poynter, Walter Tison, the Rahall brothers — Joe, Farris and Sam — and, briefly, this writer.

The Radio Story

The area radio story began rather quietly with the advent of the first station, WDAE in Tampa, May 15, 1922. It created little attention except among the handful of people who had receiving sets, mostly homemade and kept operating by dint of sweat, tears, profanity and the possession of unusual mechanical and technical skill.

The drama in St. Petersburg started when Jack E. Dadswell, father of the present Jack Dadswell, justice of the peace; owner and publisher of the Financial Journal, saw the financial handwriting of the 1925 Boom collapse on the wall and attempted a flying leap into radio. He bought a 10-watt station from George H. Bowles, which the latter had gotten from the Atlanta Journal with call letters WGGB and moved it into his Fenway Hotel at Dunedin. The hotel quickly proceeded to fold and nimble Jack made a quick move to the Jungle Hotel, then owned and operated by this writer.

WGGB Moves South

A contract was signed between Dadswell and Fuller April 26, 1926 which resulted in setting up the station in the hotel at Fuller's expense. He agreed to operate the station at his expense, also, for a minimum of one hour a day, this much air time being needed to keep the license alive. In the meantime, the two would seek to have the license transferred by the Department of Commerce from Dadswell to Fuller.

If this assignment was made, and it was, then title of the equipment and license was to be transferred, upon the payment of \$2,000 in cash and the deeding of Lot 79, Block V, Golf Course and Jungle Sub. Buyer and seller agreed the lot was worth \$3,000. Actually, the day it was transferred, it was unsalable at any price and Dadswell eventually sold it for \$200.

The station actually was operated about two hours a day, this being a rather simple operation — the hotel orchestra played dinner music for that length of time anyhow. A mark of distinction of some kind was that the new owner never heard his station broadcast. He didn't own a receiver and didn't want one.

C of C Gets Station

This writer then proceeded to give the station away. He was reducing expenses in search of survival in 1926. Earlier, he had pledged \$5,000 to the Chamber of Commerce for the 1926-27 year and couldn't pay. Being a C of C director, this was embarrassing. At a director's meeting, he offered to give the station to the Chamber in lieu of the cash donation. To his astonishment there was a terrific furore. Joe Kerrich, a protege of Jacob Disston, was a radio fan and a knowledgeable operator and he and another director persuaded the Chamber to accept it. Joe had been sent down from Philadelphia by Disston to take charge of the local telephone company which he had reluctantly acquired via mortgage foreclosure. Because of his telephone experience he had become hep to radio.

The station, its call letters changed to WSUN to lay local claims to the perfect climate, had high publicity value for the Chamber. It ground out promotional programs. Radio buffs poured in streams of ecstatic letters reporting they had "caught" this or that program. But the novelty wore off, the power was stepped up, expensive new equipment was needed, operational costs rose and, with considerable embarrassment, the Chamber asked the City to take over. It did. But soon the burden got too heavy for the City and it sold a half interest to the City of Clearwater, for a trifle, in return for sharing operating costs.

At this point Ham Baskin, Mayor of Clearwater, and W. Walter Tison, became dominant in the situation. Baskin quickly realized the vast potential of radio and as for Tison, he was first local pioneer in the field. He had been connected with WGBB in Atlanta beginning in 1921, brought the station to Dunedin-Clearwater, bought a more powerful station WGHF than WGBB, allowed WGBB to die and followed WGHF to Tampa in the mid Nineteen Thirties and finally retired in 1969.

In 1927 the ownership and operation of Station WGHF was divided between the cities of Clearwater and St. Petersburg, the original agreement being made June 13, 1927 and finally ratified by both on August 18, 1927. The St. Petersburg programs were broadcast under call letters WSUN and Clearwater as WFLA. O. R. Frazee succeeded Joe Kerrich as manager for WSUN and Tison for WFLA.

In the mid 30's a private corporation set up by Baskin and Tison called Florida West Coast Broadcasting Company bought the Clearwater half of the station. In 1938 the Tampa Tribune took over the Corporation and station. The Tribune promptly applied for full time permit and on May 1, 1941 the Tribune half went full time under call letters WFLA and wave

length of 940 kc, (later changed to 970) and the St. Petersburg half stepped up to full time with the old wave length of 620. Both stations operated with power of 500 watts, until 1929 when it was increased to 2500 watts and in 1932 to 5000.

No person was involved in local radio — and for that matter TV — as long or importantly as Walter Tison. His service covered a period of 38 years beginning in 1921 in Atlanta when he persuaded The Atlanta Journal to start WGBB "The Voice of the South."

Tison was born in Cedartown, Georgia. Like thousands of other landlocked American youths he took to the sea in the U.S. Navy in World War I. A veteran by the time he was 22 in 1921 he used his early naval training in radio broadcasting to promote the Atlanta station. He learned the trade while in training at Harvard in preparation for his at-sea naval duties and after the war entered civilian shipping business with the U.S. Shipping Board as a radio operator.

Tison followed the turnings and twistings of the original Chamber of Commerce station acquired by this writer and set up the WSUN station for the Chamber in 1927.

Some other milestones in the Tison career: —

1938 — Participated in ownership and operation of WLAK at Lakeland and was responsible for bringing network schedules into Lakeland via NBC. This interest was later sold to S. O. Ward.

1939 — Participated in founding WTSP.

1946 — Founded WALT in Tampa. It was Tampa's first non-network-affiliated station, first to go into the music, news and sports format so widely copied today and the first to go in for Spanish programming.

1947 — Assisted Houston Cox in founding WCLE at Clearwater. The station now is WPIN.

1948 — Assisted the late Densil Pulley in founding WTAN at Clearwater.

1955 — Participated in forming the Tampa Television Co. which brought in WTVT (Channel 13). He was the station's first manager, continuing until the station was sold in 1956. In 1955 he had sold WALT as part of his agreement to devote his full time to the TV station.

1957 — Reentered radio with WWTB to specialize in Spanish language programs.

1959 — Sold WWTB to a Pittsburgh group.

Of all his achievements in the field, which did he get most satisfaction from?

Mr. T. ticked off three — Bringing a struggling WFLA operation through the depression and seeing it develop rapidly after it brought the first NBC programming into the area in 1930; the earlier days at WALT when he made that station, minus a network connection, a competitor with the four network affiliates in the area; and bringing live TV into the area via WTVT.

"Now after being in TV I just don't tingle any more," Tison said.

This writer some years ago was kidding William Davenport, Sr., long-time secretary of the Chamber of

Commerce and father of the present William Davenport, attorney, former city councilman and, 1969-70 Chamber president, reminding him that he had sold WSUN to the Chamber for the conventional \$1 and other valuable considerations and that the Chamber had failed to pay the dollar. A few days later, one of the obsolete, large \$1 bills arrived, attached to a large and ornate frame on which was properly inscribed the significance.

Poynter and WTSP

Next act of the communications drama started when Nelson Poynter applied for a radio license under the call letters WTSP (Welcome to St. Petersburg) Feb. 5, 1935 and it was granted Dec. 11, 1939 with 1370 kc and 100 watts power at night and 250 watts daytime. Operations were set up at 35th Avenue North and Fourth Street. The station was later moved to The Times Building and power was increased to 500 watts.

No radio or TV station has ever matched the policy and volume of free public service rendered by this station under the Poynter management. When WTSP applied for Channel 10 TV station it listed the following well nigh incredible hours of free time programs in one year to various organizations in fulfilling the policy of public service:

- 41 health and welfare;
- 32 service institutions;
- 28 governmental units, City, County, State;
- 23 schools and colleges.
- 22 religious groups;
- 19 fraternal and patriotic groups;
- 12 cultural organizations;
- 8 agricultural;
- 3 political;
- 34 miscellaneous.

WTSP also pioneered election night reports, with continuing reports on the vote and with presentations of and interviews with winners and losers on what became famed as its "Winners-Losers Party." This exciting election aftermath was abruptly killed when TV came on the scene and most TV stations now stage such a show on election night, there being considerable sharp competition to entice the candidates to bow themselves into another race, into office or off the political scene.

A companion piece was a Meet-the-Candidates program at the start of a campaign. This was also for free.

Television came to St. Petersburg in 1953 when the City added WSUN-TV to WSUN-Radio. But, actually, the city's TV history dates from April 29, 1948 when the Federal Communications Commission (FCC) awarded this area a Channel 7. No station ever was activated on that channel and the story of it is another of those examples of shortsightedness, over-caution and a reluctance "to have confidence in the future" — said confidence to be evidenced by big money invested.

Robert R. Guthrie, who lived in St. Petersburg and was a director of the Allied Stores chain (Maas Brothers, Jordan Marsh, etc.) and B. Earl Puckett, who was president of Allied Stores, figured St. Petersburg a good prospect for TV and applied to the FCC for Channel 7, which then was available in this area.

There was no opposition and the channel was awarded to a group organized by Guthrie known as Sunshine Television Corp. of St. Petersburg. Call letters for the new station were WSEE. Plans were made for a Downtown building and equipment. But Guthrie ran into health problems and started to look around for someone to take over the project from him and his associates.

Guthrie, who died in 1968, often recalled with a laugh how he tried to interest one person after another in the station. "I was offering what we had in it — the FCC license, engineering and architectural plans — for what it cost us, \$15,000. Nobody had that much faith in the future of TV. I sometimes got the idea I could not have given the property away."

Today, with low-number VHF channels valued in the millions of dollars, the story of WSEE borders on the unbelievable. Guthrie, finding no takers for his offer, finally sent the license back to the FCC with an apologetic note. And, in 1952, when the FCC "froze" all TV channel allocations prior to rearranging them, Channel 7 was moved away from the Bay area. Jacksonville, Tallahassee and Miami got Channel 7's. But the Tampa-St. Petersburg vicinity had to be content with VHF channels 3, 8 and 13 (Channel 10 came later) and UHF 38.

When the new allocations were announced, battle lines were drawn for spirited competition for Channels 8 and 13. There were three applicants for Channel 8.

— Pinellas Broadcasting Co., headed by Times editor and president Nelson Poynter, who then owned Radio Station WTSP.

— The Tribune Co. of Tampa which owned The Tampa Tribune and Radio Station WFLA.

— Tampa Bay Telecasting Corp. headed by Robert A. James of St. Petersburg.

Hearings for this channel lasted about a year. It finally was awarded to The Tribune Co. which put WFLA-TV on the air in February, 1955.

There were four original applicants for Channel 13:

— Orange Television Broadcasting Co., headed by David A. Falk, prominent Tampa department store owner and Tampa attorney Cody Fowler.

— The Tampa Times Co., owners of The Tampa Times and Radio Station WDAE.

— Tampa Television Co., headed by former governor Doyle Carlton, Sr., W. Walter Tison, H. H. Baskin, Sr., and Latt Maxcy, Frostproof citrus grower, were among the stockholders. Tison owned Radio Station WALT in Clearwater.

— The City of St. Petersburg, which owned Radio Station WSUN.

The City of St. Petersburg withdrew its application, however, in favor of one for Channel 38, before the

Channel 13 hearings started. The 13 bid had resulted from recommendations by Major George Robinson, who was WSUN manager and Louis Link, the station's engineer. Guthrie, who often regretted his loss of WSUN and never lost his enthusiasm for TV, was one of several prominent citizens who kept urging City Council not to miss the boat and to go after a channel before all of them were gobbled up by commercial bidders.

One day Robinson and Link were attending a broadcaster's convention in Miami and were having lunch with Phil Loucks, the City's Washington attorney. Robinson recalled that both he and Link were surprised when Loucks suddenly advised them to change direction and go after 38 instead of 13.

Loucks' argument was that a hot fight was looming for Channel 13. "You may find yourself in hearings and other legal maneuverings that could cost \$250,000 or more," he told the radio men. "I don't think the taxpayers of St. Petersburg or the City Council are willing to spend that kind of money."

At that time there was not a single TV within reach and the "TV era," when every home had a set and of ten two, had not begun. Loucks suggested 38 because, he said, the City should be a favored applicant and no one else seemed interested — the big commercial interests were after the VHF channels because they offered greater coverage.

Robinson and Link came home, talked City Manager Ross Windom and Council into changing the TV application. For a while it looked like the 38 bid would be challenged. Another group also applied to the FCC for Channel 38. But Loucks convinced the attorney for the second group that the City, with WSUN, had the favored position and got them to withdraw. So the City got 38 without a fight, promptly named it WSUN-TV and was on the air in May, 1953 — the first television station on the West Coast of Florida.

During what might be called the "big three" years, WFLA was affiliated with NBC, WTVT with CBS and WSUN with ABC. In spite of the greater coverage of the VHF station, WSUN was a stout competitor. But when WLCY went on the air in 1965, WSUN lost the ABC network to this new station and its demise began. The station turned to featuring recorded music, news broadcasts, old movies and local panel shows. City Manager Lynn Andrews eventually told City Council he thought it time to sell both the WSUN-TV and radio. Not long after, the two stations were purchased by H. Y. Levinson of Detroit, owner of WCAR, Inc. for \$1.13-million.

While Channel 8 hearings were going on, so were arguments involving Channel 13. The FCC finally awarded that channel to Tampa Television Co. Call letters became WTVT and that station went on the air in April, 1955, two months after WFLA.

Tampa Television operated WTVT for only 18 months before it was sold to the Bayford newspaper interests of Oklahoma City, publishers of that city's two dailies, the Daily Oklahoman and The Times. Pur-

chase price was reported "in excess of \$3-million." It seems appropriate here to draw a parallel between this sale and the tragic loss of W2EE, Channel 7. In the brief span of seven years a TV property no one wanted at \$12,000, would have been worth several million dollars if WTVT's sale price can be considered typical of 1955 values.

The FCC, in allocating channels to this area, had designated Channel 3 for education and that triggered a rather vigorous fight in the early 1950's also. Because the lower the VHF channel number the better its reception and area of coverage, Channel 3 was a real plum. Several commercial outfits cast covetous eyes on that channel. They tried to convince the FCC there wasn't enough interest — or money — here to activate an ETV station, and suggested the channel be put up for grabs by commercial applicants.

The WEDU story really started in 1952, when J. Crockett Farnell, superintendent of schools in Hillsborough County, appointed a committee to find out how much interest existed there and in other Sun-coast counties in having an educational TV station. Oct. 16, 1952, this committee reported a lot of enthusiasm for ETV in Hillsborough and Pinellas, not very much in other counties.

There followed months of meetings and planning. Sarasota and Polk County became interested. In March, 1953, committees were named to prepare an application to the FCC for a Channel 3 station and also to charter the West Coast Educational Television Corp. to operate the station.

Nelson Poynter at first offered the new station the use of WTSP's radio tower for its TV antenna. Then he offered to build an ETV station, provide broadcasting equipment and technical staff and lease it to the corporation for \$10 an hour, 10 to 12 hours each school day, or about \$32,000 a year. But no action was taken on any of these proposals, only one meeting of ETV interests was held in 1954. In 1955 C. C. Parker, a Tampa attorney, became interested in ETV and provided the spark for a revival of interest.

July 13, 1956, TV Station WTWI in Fort Pierce, a commercial outlet, asked the FCC to take Channel 3 away from Tampa-St. Petersburg and move it to Fort Pierce. That action electrified ETV proponents and action came quickly.

Mayors of cities and towns in a seven-county West Coast area met in Tampa and agreed "to support in every reasonable and possible manner" the establishment of an ETV station. Gov. Leroy Collins asked the FCC not to move the channel. U.S. Senators Spessard Holland and George Smathers and U.S. Rep. William C. Cramer urged the retention of the channel where it was.

In January, 1957, the West Coast ETV Corp. was ready to elect its first slate of officers. Dr. Ellwood Nance, president of University of Tampa had been serving as temporary president and Parker as temporary vice president. Guthrie was chosen president; Col. B. H. Merchant, a Tampa banker, vice president;

Dr. M. M. Bennett, president of St. Petersburg Junior College, secretary and Ellwood Johnson, Tampa banker, treasurer. Directors included Floyd T. Christian, Pinellas superintendent of schools; William Clapp, president of Florida Power Corp.; Parker and Poynter.

A fund-raising campaign was conducted. WFLA-TV and WTVT offered substantial financial help and other stations and local and county governments offered money and technical and other assistance. The Florida ETV Commission provided a studio at St. Petersburg Junior College and connected it to the Tampa studios by microwave. By mid-1958 WEDU was hurrying toward reality and it went on the air Oct. 3 that year.

In March, 1959, R. LeRoy Lastinger, who was director of diversified co-operative education in the Polk County schools and had been an original director of WEDU, became the station's manager. In addition to Guthrie, corporation presidents included William MacInnes, president of Tampa Electric Co.; Col. B. H. Merchant, Dr. Bennett of St. Petersburg Junior College, C. C. Parker and William Wallace, St. Petersburg insurance executive.

With aggressive leadership provided by this group, WEDU soon became the outstanding ETV station in Florida and one of the best in the country. In 1968-69, 10 years after its beginning, the station was providing in-school TV instruction in nine counties — Hillsborough, Pinellas, Polk, Sarasota, Manatee, Pasco, Hernando, Highlands and Citrus, to 361,137 pupils, utilizing 3,800 TV sets in 317 schools.

Next major episode started February 2, 1957 with the acquisition of WTSP by the three Rahall brothers, Sam G., Farris and Joe, from West Virginia. They immediately started construction of a new studio at 11450 Gandy Boulevard and, July 17, 1959, changed the name to WLCY. Marshall Cleaver was manager of the station.

The FCC's original TV channel allocations to this area did not include a Channel 10. In 1957, however, efforts were started to get one here. Petitions went to the FCC, pointing out that the New Port Richey area was sufficiently far from Channel 10 stations in Miami and Jacksonville to avoid "signal bumping."

The FCC agreed and the stage then was set for the longest, most expensive and bitterest legal fight for a channel in the area's history. It began in 1957 and was not really decided finally until 1966.

The principals bidding for the channel were:

1 — Florida Gulfcoast Broadcasters Inc., headed by Times editor and president Nelson Poynter.

2 — Sunshine Cities Broadcasting Corp., whose principals were H. W. "Jack" Holland, land tycoon Ed C. Wright and banker Harry Playford. These three, at various times, owned successful radio stations in New York City, Pensacola and Gainesville.

3 — The City of St. Petersburg which, by then, realized that its WSUN property was no match for WFLA and WTVT. The City made its bid over the vigorous objections of Major Robinson, who argued, as had Phil Loucks some years before, that the effort

would be more expensive than the city could stand.

4 — Tampa Telecasters, headed by Kenneth Giddens.

5 — Bay Area Broadcasting Co., headed by Robert A. James.

6 — WTSP-TV Inc., headed by the Rahall brothers, who had just acquired WTSP-Radio. (The TV name change to WLCY occurred when the station went on the air.)

There were long and often bitter hearings before FCC Examiner Millard French in Washington in which the applicants explained their qualifications. In 1961, French recommended that the Rahalls get the channel. His recommendation was approved by the FCC Jan. 19, 1962.

But the loser applicants were not ready to quit the fight. They took the matter to court. They got the support of the Broadcast Bureau of the FCC, which is that agency's branch which represents the public's interest in station award proceedings.

In 1963, French again recommended that the full commission reiterate its support for the Rahalls. In 1964 the commission did so, duplicating its affirming action of 1962. Other applicants, meanwhile, had carried their appeals of the FCC's action all the way to the U.S. Court of Appeals.

WLCY finally went on the air in mid-July, 1965, nearly eight years after it had first bid for the channel. Even with the new station broadcasting the court attempts to void its FCC permit continued. Opposition finally vanished in 1966 when opponents decided that continuing the expensive contest would be futile.

The area got its second educational television station in September, 1966 when the University of South Florida put a Channel 16 station, WUSF, on the air.

The university had been trying to get a good channel and funds for the station since 1963. The Florida Educational Television Commission had tried without success to get Channel 22, then allocated to the Lakeland area, shifted to Tampa for USF. The school had a TV studio and was broadcasting to classrooms by closed circuit but needed a station for more effective use of the medium.

Early in 1964, Stan Witwer, St. Petersburg newspaper editor and then chairman of the state ETV Commission, headed a delegation of state and university officials to Washington where Sen. Spessard Holland and Rep. Sam Gibbons joined them for a confrontation with the FCC. FCC Chairman William Henry listened to the appeal, said he agreed USF deserved a good channel. Feb. 23, 1965, the FCC told USF it could have Channel 16, which was being moved from the Lower West Coast area.

Meanwhile, Times editor and president Nelson Poynter once again proved as good a friend as educational television ever had in this area by making an outright gift of 20 acres southeast of Tampa to the State Board of Regents as the site for a 1,000-foot tower for use by both WUSF-TV and WEDU-TV. This was half of 40 acres, in what was known as the River-

view Antenna Farm, where both WFLA and WTVT also had high towers. Poynter had purchased the property in anticipation of The Times eventually getting a station of its own. But the Channel 8 and Channel 10 failures apparently closed the door on such hopes. The tall antenna tower for the two ETV stations eventually went up, with substantial help from the State ETV Commission and the Legislature and both stations moved into the "big leagues" with excellent signals and wide coverage.

St. Petersburg's third commercial TV station and the area's seventh was WTOG-TV which went on the air in January, 1969, broadcasting on UHF Channel 44.

This station was the property of Hubbard Broadcasting Co. of St. Paul, Minn. It had no exclusive network affiliation but had agreements with NBC and CBS for special programs, re-runs and movies and also featured some exclusive non-network major sports events which attracted considerable audience.

Thus, as 1970 dawned, this was the TV lineup: (Seven Stations.)

Station	On-Air Date	Channel
WSUN	May, 1953	38
WFLA	Feb., 1955	8
WTVT	April, 1955	13
WEDU (ed.)	October, 1958	3
WLCY	July, 1965	10
WUSF (ed.)	September, 1966	16
WTOG	January, 1969	44

The area's 18 radio stations included:

Station	On-Air Date	Dial	City
WDAE	5-15-22	1100	Tampa
WSUN	8-18-27	620	St. Petersburg
WTSP-WLCY	2-5-35	1370	St. Petersburg
WFLA	5-1-41	970	Tampa

Station	On-Air Date	Dial	City
WALT	1946	1110	Tampa
WTAN-WCWR	1948	1340	Clearwater
WSOL	5-8-50	1300	Tampa
WTMP	12-9-54	1150	Tampa
WFLA (Aural)	8-15-56	180-186	Tampa
WHBO-WWTB	1957		Tampa
			Spanish
WILZ	4-15-58	1590	Tampa
WAZE	4-21-60	860	Clearwater
WYOU	8-3-61	1550	Tampa
WINQ	6-24-63	1010	Tampa
WPIN-WCLE	12-20-65	1073	St. Petersburg
WFSO	6-17-66	570	Pinellas Park

It should be noted that the University of South Florida has two stations, has a remarkable variety of programs; educational, cultural, informational and community service programs — no crime, no tripe.

There are many "ham" radio licenses in the area; and a pleasing and distinctive mark these devoted zealots receive is the privilege of having their complicated call letters and numbers also used on their automobile tag numbers. But make no mistake about it; these almost invisible enthusiasts at times perform fantastic feats of communications in crises when the regular agencies fail.

And chattering away night and day are the police radios, also ship to shore outfits on hundreds of pleasure boats and almost all commercial shrimpers, snapper and grouper fishermen, and even close-in-shore mullet and mackerel boats.

The invisible communications of the air have ramifications that excite the imagination and speed the business of the world faster and safer than any time in history.

Special Report VIII

TAMPA BAY CHARTS AND EARLY SETTLERS

Two interesting and useful charts of Tampa Bay and the reports connected with their making have been made available to the people of St. Petersburg and Florida as a by-product of research for new and accurate data for this book. One chart is Spanish and made in 1757 and the other English dated 1765. Securing copies of these charts and the reports took more than a year of persistent effort on the part of this writer and the most helpful assistance of several friends. Honesty compels the admission that the genesis of the search was to get data on those gold coins Mr. Murphy had.

The Spanish chart was made by a Royal Naval pilot named Don Francisco Maria Celi and is titled "Plano de La Gran Bahia de Tampa." The English one was made by a British naval pilot named George Gauld M. A. (Master of Arts) "by order of Sir William Burnaby" commander of the British Bahaman fleet. The Spanish ship was named Xebec (Zebec), and the British one was the Alarm. Both survey jobs were done in mid-summer.

The Spanish mother ship was anchored mostly east of Egmont Key and the Alarm snug against the shore of Mullet. Both got their drinking water mostly from Lake Maggiore although the Alarm sunk three barrels in the watershore sand on Mullet and got much of its water from there; foul brackish fluid at best.

The Spanish chart is elaborately artistic. There is depicted thereon a sailing vessel under billowing canvas off Anna Maria. On the east shore of Tampa Bay there is a series of clumps of royal palms in unrealistic groupings with no spaces between trunks, all exactly the same height except for a central higher mass. The printed legend is embellished with most ornate and involved scrolls, designs and insignia. On Pinellas peninsula is a huge snake and an animal, wildcat or panther. Down Bradenton way is a huge bear, a running deer, two huge birds, probably turkey and eagle, at the present site of Ruskin is an Indian village, three canoes, three Indians sitting on a blanket, three houses, a huge pot suspended from a tripod over a

campfire. Point Pinellas is "Pta del Pinal de Ximenez." (Pta is an abbreviation for punta) Punta Pinal. Get it? Spanish for Point Pinellas. Lake Maggiore is "Aguada de Saint Francisco." Egmont is "Isla de St. Blas y Barreda (Barreda was captain of the ship).

The Hillsborough and Alafia rivers are badly misplaced. Neither the Little Manatee nor Manatee rivers are shown, nor are there any soundings in the Southeast or Manatee County segment of the bay.

By contrast the Gauld map is strictly business. The shore line is highly superior to that of Celi. Mullet Key, Egmont, Passage and Anna Maria are particularly accurate, but like Celi it fails to show the Manatee River nor does it show any soundings in the southeast part of Tampa Bay. Egmont is called Egmont island. There is no name for Mullet. Anna Maria is Long island. Gauld shows Mirror lake and a similar one on Gadsden Point, both labeled "fresh water."

But for St. Petersburgers the most significant thing, by far, on the map is a comment by Gauld, one of only two that he makes for the entire chart except place names and water depths. Along the water front in the space between Coffee Pot Bayou and Big Bayou he lettered this:

"This seems a good place for a settlement."

Think of that! Here was a great bay with perhaps 200 miles of waterfront, if one measures all the indentations, a great body of water on or near which in mid-summer, 1765, not a white person lived, as far as is known, and yet the natural advantages were so obvious this trained seafarer and scientist made his prophetic statement. He was ahead of Van Bibber by a good 120 years. But two good prophets, indeed.

Both chartists agree exactly on where the deep water channels are. Both by ignoring the Manatee River area and making no soundings or showing no water depths make it crystal clear that the Shaw's Point side for the De Soto landing, as opted by the Bradenton Conquistadors, is utterly unrealistic.

The Romans map of 1774 shows a stretch of the coastline of perhaps 100 miles centering roughly on

Tampa Bay. His depicting of the Gulf islands is extremely accurate. He calls Egmont, Castor Key; Passage is Pollux; Anna Maria is Grant (British Governor Grant of Florida); Long Boat pass is Boca Seca; Sarasota pass is Boca Zarazota. Long Boat Key is Palm Island. Manatee River is where Alafia actually is and he shows the water falls, which exists actually on the Alafia. Pinellas Point is Fisherman's Point, and Gadsden is Sir-clo or Buffalo Point. The bay is named Spirito Santo or Tampa Bay. Soundings for the bay are sparse but accurate.

A 1763 English chart is almost valueless for navigation, the Bay is distorted, showing only one rounded upper bay instead of two, the bay's mouth is many times too wide, soundings are sparse, out of place and in fathoms. Place names are Cayo Anclote, Ro Amasuxo (Anclote), San Julian (Hillsboro); Los Txabajos (a mystery what for, on mainland near Ruskin), El Quenado (maybe Terra Ceia). Up near New Port Richey "Elpojay." Zaxazota.

An 1818 map is grossly distorted except that it shows Ro de Manaties and the Braden River very accurately. Pinellas Point is Pla del Pinar. Gadsden is Pla de Piedras; Hillsboro river is Aguadulce. Water depths are accurate as to depth and area.

The 1855 chart, a U.S. Coast survey, was the first official United States navigational map of Tampa Bay. It is usually referred to as the 1857 map, because it was issued in that year. It was made under the command of Lieut. O. H. Berryman, U.S.N. The chartist was named Paul. Water depths and locations are exactly similar to the 1757 and 1765 maps for the same areas. However the Berryman map covers much more area and gives much more detail than did any of the others. The marking around Egmont is particularly abundant and water depths are given far out into the Gulf. The shapes and locations of Egmont, Mullet, Bird and Passage are meticulously accurate, as is the north end of Anna Maria, which is still called Palm Key. Unlike any of the others the Manatee River is shown accurately and the narrow and shallow entrance channel is shown in detail. Gadsden, Ballast Point, Tampa and Fort Brooke are shown correctly. Oddly off key is a point at the entrance to Big Bayou labeled Piney Point. Careful charting is done in Old Tampa Bay up beyond Philippi to the site of the Florida Power generating plant. This area is labeled St. Helena, a name that endured from the Sixteenth century almost to the Twentieth.

The significant and "give away" item on the chart is a straight line jutting into Tampa Bay at a point that is now Fifth Avenue North. This projection is labeled: "Proposed site for Rail Road Depot"

That was the reason the chart was made. David S. Yulee, Florida's first U.S. Senator and one of its greatest political powers, and also a successful and assiduous promoter, had instigated the whole project. He was undertaking to build a railroad from Fernandene, on the Atlantic, to Tampa Bay and used his political power to save himself a major expense and risk as a promoter. Eventually he was unable to get the

bonus land grants from the State he wanted, because other promoters had beat him to them, and he switched his Gulf terminal to Cedar Keys.

Paul liked the situation so well he stayed here, actually built a pier known as "Paul's Landing," eventually put in bathing facilities. The name stuck as late as 1915.

Yulee's railroad efforts succeeded. His grade and most of his ties were in and his rails had been delivered from England at the time the Civil War broke out. In fact some of his rails were down. The Confederate government confiscated his rails during the war and his bondholders foreclosed or attempted to during the war. But when the shooting stopped he outwitted all opponents, overcame all obstacles, completed his railroad, got it operating, sold it for a comfortable fortune, shook the dust and mud of Florida from his feet, moved to Washington, lived the far end of his life in luxury and rode high in social and political circles.

And so is the happenstance of fate. Had his rails come to St. Petersburg, this city rather than Tampa would have been the industrial, shipping and commercial part of Tampa Bay and factory stacks would belch smoke where now high rise cliff dwellings pierce the sky and the Oldsters look forward to living high on the hog and high in the air, thanks to the wonders of modern construction technology and the bounty of the U. S. government.

This is the picture of the area into which the early settlers came. Mostly at first they were nomadic Seminoles, seasonal Spanish, Indian and Negro fishermen. There was a Spanish Town on the perimeter of Fort Brooke from the time of its establishment in 1823. There was the scattering of squatter Spaniards and other nationalities in Sarasota Bay, a handful at Shaw's Point.

Those who settled in what is now the limits of St. Petersburg have been listed and discussed in Chapter 7, those at other points in Pinellas and around and near the great bay are enumerated and described in the following pages.

Other homestead applicants in the area give interesting side lights on conditions in the Tampa Bay area; for instance the story of two men, named Kenny and Casby, who tried to pre-empt Mullet and Egmont Keys, are of interest.

No. 922 August 4, 1843. Thomas J. Kenny, Mullet Key. A single man. Filed by Wm. H. Wyatt.

No. 923 August 4, 1843. Samuel Casby, Egmut (Egmont). Head of a family. Filed by Wm. H. Wyatt.

Both were delivered to Wyatt on July 20, 1843. Wyatt was the handy man of the two great banking adventurers and cotton plantation owners from Virginia, who had settled at Tallahassee, departed hastily from there when their bank blew up, started sugar plantations on the Manatee River, John Gamble (never was a man better named) and Hector

Braden (Braden River, a branch of the Manatee). Later Wyatt and then his son were sheriffs of Manatee County.

An application by Wm. H. Shaw was of particular interest. He applied for and got land now known as Shaw's Point on the Manatee River; at the same time that Kenny and Casby did. His application was Number 301 and was filed March 5, 1843. He had a family and claims to have lived in Florida since 1830. He described the land he wanted — and got — as follows:

"Lying at the mouth of the Mannatee (sic) River on the South side, line commencing at the point known as 'Bunces Rancho' running thence in a North Westerly direction 900 yards or thereabouts, thence due South 750 yards thence due East to the shore of the Mannatee River thence in a Northwesterly direction following the curve of the river to the place of beginning embracing about one quarter section of land, there being on the same two high shell mounds."

The 1840 census for Monroe County lists Shaw as 45 years old, wife Harriet, of New York 25, and three daughters. By 1850 two boys had been added. He described himself as a mariner.

He apparently built the first permanent house in the Tampa Bay area — remnants exists to this good day — of native homemade poured concrete two feet thick. It was called Tabby — the Gamble and Braden mansions were built of similar material. Lime was made by burning oyster shells. This lime was hand mixed with oyster shells, sand and water and poured into prepared wooden forms, usually about two feet wide and 12 to 14 inches high. Stout boards usually two by four inches secured the walls of the form from spreading, later served to tie the next layer to the one underneath, because the lower "pour" needs must dry and harden before the next could be poured.

Shaw's land description contains a bit of vivid evidence of Bunce's move from the Manatee River to Cabbage Key (now Tierra Verde). The Seminole Indians about 1835 or so robbed and burned his store.

Wyatt received only six homestead papers on this occasion, at other times handled as many as twenty, was the messenger and fixer for the skullduggery by and through which Braden and Gamble finagled their land on the Manatee River through homestead applications. (Taken in the names of other people.) But that belongs to the Bradenton story, must await another day for its writing.

The Casby and Kenny claims were disallowed because all islands had been reserved for military purposes.

Egmont Key has always been within the boundaries of Hillsborough County, never carried on the tax roll, never assessed.

Mullet Key was within Hillsborough County until 1937 when this writer cajoled the Legislators of that

County into joining in moving the county lines to place Mullet Key into Pinellas County, including 100 yards of Bay water. But Hillsborough interests were so uneasy because the quarantine station was then within Pinellas, it was moved to Gadsden Point.

Records do not reveal anything further about Casby and Kenny. Their names do not appear on the 1840 census rolls anywhere in Florida. Casby said he had been in Florida since 1825, Kenny claimed since 1835.

There is a very fine map of Tampa Bay in the 1769 edition of John Bartram's book on Florida. He was a famed botanist, was employed by the British Board of Trade to write a sort of Chamber of Commerce description of Florida. He called the Bay, Espiritu Santo; the east part of the upper Bay, Hillsborough, the west prong Tampa Bay. He gives water depths, labels Mullet Key as the "Watering place" and shows Mirror Lake with the notation "fresh water." The map is very accurate and the verbal description of Pinellas Peninsula and the land around the Bay quite flattering.

The Florida map is very inaccurate except as to Tampa Bay. The Anclote River is called "Masuro" but Anclote island is named. Belleair Beach is called Haley's Key. It shows the Alafia River running into Lake Okeechobee.

John McQueen, plantation owner and land speculator, an American citizen who lived in Florida — who fled there from Charleston to escape his creditors — under the Spanish got a 10,000 acre land grant on Tampa Bay from a Spanish governor, which was not confirmed by the U.S. Courts; came to Tampa Bay on November 15, 1793 to meet the Spanish governor of West Florida. What their business was nobody seems to know for sure.

It is interesting to know that the present McQueen family, active in St. Petersburg in the oil business and other activities, are direct descendants. This family has Florida roots dating further back than any other in St. Petersburg probably. However, the grandmother of Jack Harris, the attorney, was a direct descendant of two prominent families of St. Augustine, going back to Spanish days, L'Engle and Fatio.

The Homestead Act obviously failed of its purpose. South Florida was still a wilderness, how startlingly so, is revealed in an analysis of the 1850 Census of Hillsborough County, a vast area running almost from Ocala to the Caloosahatchee River, from the Gulf to the Kissimmee River; 8580 square miles or 5,491,200 acres, part or all of what now are twelve counties. And in all that area in 1850 there were 1706 white people and 671 Negroes. But in 1840, six years after the County was created in 1834 there were but 452 people and of those 356 were of the military and 96 were civilians! If they had all been counted that would have been an unbelievably small group to form such a huge unit of government. There is sound evidence that many of those actually residing in that vast area were not counted which, perhaps, bears some comment and examination.

In the first place Indians were not counted in the

Census until 1880 — nor, apparently were the Spanish in the Ranchos and many of the outlying fishermen and hunters. If further interested, the reader will find more detail on this subject in a special report on "Population and Growth" on later pages.

Let us, however, briefly review what fragmentary evidence there exists of white men during the hiatus between 1704 and 1850.

The English owned Florida from 1763 to 1783. There is good official evidence that two British Frigates sailed into Tampa Bay during that period.

The British thought well of Tampa Bay as the following quotation from Forbes shows:

"Espiritu Santo Tampa, or Hillsborough Bay, is the most spacious bay on the west coast of the peninsula, and is situated in Long. 83 west, and lat. 27 36 north, about sixty miles from Lake George. It is held in the highest estimation for its capacity as a naval depot, having twenty-four feet of water, and being easy of access, well calculated to shelter vessels of any size from all winds; it may be justly considered as the key to the navigation of the British and Spanish islands to leeward, while it must, in the event of possession and improvement by the United States, afford protection to her own trade, and be of vital importance to her naval grandeur. These consequences are derived from the necessity under which the fleets of merchantmen in time of war are, of coming through the Gulf of Mexico, and making the Tortugas, thus rendering this depot the Gibraltar of the West, and of incalculable advantage in the hands of an enterprising belligerent, which it is natural for the United States to look to without seeking either for territorial aggrandizement, or extorting from their Spanish neighbours an unwilling allegiance; still a formidable establishment at Espiritu Santo may in time have the effect of controlling the power of Spain under any form of government her colonies may adopt, or be subject to. By way of exemplifications; it is, for the fleets coming through the leeward passage, such a port of annoyance as is Cape Nichola-Mole for those going from Jamaica to windward, with this difference in favour of Espiritu Santo, that the heavy ships must pass it, while those capable of weathering the Mole may, by superior sailing, avail themselves of that passage.

"This bay was explored by Captain Braddock, from Virginia, whose surveys in 1744 and 1745 are yet considered, according to Mr. Elliott, as good as any extant; who says, farther, that it is laid down in all the charts too far north, by at least fifteen minutes.

"The land about the coast of this invaluable bay is very barren, sandy, and low;

and cannot be seen from a ship's deck, when in seven fathoms water. There are several low sandy islands and marshes, covered with mangrove bushes, lying before the main land, which serve as a resort for the greatest number of sea-fowl and fish which it is possible to conceive. You may, at a particular season, load a ship with either, or with eggs, in a short time.

Immense quantities of fish are caught with seines in the summer time by Spanish fishermen for the Havana.

"The head of the bay is well adapted for advantageous settlement; for although the land is chiefly pine, yet the resources of a fine river, which falls into the east branch of it, are well calculated to promote emigration to that quarter.

"The following extract of a letter is from one of the surveyors of the coast, sent by the British Government:

" 'Port Royal, Jamaica, 3d June, 1772.

" 'I had only a few days respite at Pensacola, after near six months hard labour last year, on your East Florida coast, when I was obliged to come here, by an order from Sir George Rodney. After a tedious and disagreeable passage, we arrived at Jamaica about the middle of January last, and soon afterwards began to survey the harbours of Port Royal and Kingston, which have afforded work enough ever since, and will take up near two months more, so that I do not expect to see Florida this year.

" 'I have had a great deal of very fatiguing work since I have been in Jamaica, but, thank God, I am still able to go through with it. I have kept my health in general very well.

" 'I cannot say that I like Jamaica so well as Florida, barren and sandy as it is called. Captain Cornwallis is just returned here from Pensacola, in the Guadeloupe, who touched at Spiritu Santo on his way. This is the second frigate belonging to his Britannic Majesty that has ever been there. I hope a settlement will be made there some time or other. It is a place that deserves to be taken notice of. Last summer we met with three or four Spanish schooners fishing on that coast, where they had large stages erected for curing the fish, which they caught in great plenty, and were to carry to the Havana against Lent. They told me that each coaster made about two thousand dollars a trip. There are six, in all, from the Havana employed on that business. This is an object worth the attention of British subjects.' "

There is abundant evidence that several hundred Spaniards, Spanish Indians, runaway Negroes, and a scattering of other nationalities clustered around the

five other Ranchos sprinkled from Marco Island to Sarasota Bay, through the Eighteenth Century and the first quarter of the Nineteenth, in fact, until Fort Brooke was formed, paying no attention or allegiance to the Spanish government in St. Augustine, the English from 1763 to 1783 or the United States from 1822 until they were forced by Col. Brooke to do so in the Land and Negro War, 1835-42.

Their business was supplying Havana and Cuba with smoked, dried and salted mullet, and salted mullet roe, particularly at times fitting into Catholic religious practices. They did well.

So separated were they from U.S. affairs they learned too late actual bona fide occupants of the land in 1822 when the United States took possession, could obtain recognition of their title by filing claims within two years. Perhaps a score of claimants from the Sarasota area filed claims at Tampa, all too late, but some were allowed anyhow. Samples:

Joaquin Caldez claimed 640 acres at Angola (Sarasota) as a settler since 1812.

Andrew Gomez swore occupancy at Sarasota since 1809.

Jose Maria Caldez said in an affidavit, she had lived at Oyster River (Sarasota) since 1814.

Maximo Hernandez gave an affidavit he had known Jose since 1818.

Domingo Alvarez swore Hernandez had a farm at Angola in 1819. Of course Hernandez claimed later at Maximo Point in 1843, made both his name and claim stick.

Antonio Gomez claimed since 1819 he had lived

on his land at Sarasota and planted several fruit trees, including some mangoes and limes.

Andrew Gonzalez claimed 640 acres at Oyster Bay, which he had occupied since 1808.

And Jose Maria Dama swore in 1828 she had known him "near" 30 years, that he grew oranges and limes, cultivated 15 acres and grew 10 acres of corn in 1819.

The attentive reader will have noted various spellings for what is now Sarasota. This writer has seen a dozen:

Zara Zota

Zorro Sota

Xora Zoto

The name seems to stem from an ancient family coming from the City of Zaragoza in northeast Spain; has been Anglicized to Sarasota, which makes quite amusing feeble, far fetched efforts to romanticize the name from a mythical daughter of De Soto's named Sara — to make Sarasota. Particularly as De Soto had no daughter named Sara.

St. Petersburg, a new town based on a new reason for existence; residentialism for retired people, with people recruited from almost every state and many nations, has few roots that go back to Spanish days.

In all of what is now Pinellas County, only 24 claims were filed under the August 4, 1842 Armed Occupation Act, only three in what is now St. Petersburg. A 25th was filed for Egmont, which is in Hillsborough County.

For the record, here they are:

Claim No.	Date	Name	General Location
80	Nov. 1, 1842	Odet Philippe	St. Helena Hammock, Philippe Point
303	Mch. 9, 1843	Antonio Maximo Hernandez	Pinellas Point
588	May 30, 1843	Joseph Silva	Jungle area, N. Park Street P.
589	May 30, 1843	John Levick	Jungle area, N. Park Street P.
884	July 8, 1843	Thomas Stanfield	North of Philippe Pt. Worth's Har.
164	Dec. 1, 1842	Frederick Tresca	North of Philippe Pt. Worth's Har.
684	June 24, 1843	Geo. Sullivan	Booth Point, Opposite Philippe Pt.
877	May 15, 1843	John Dalwig	Area of Safety Harbor
876	May 15, 1843	Chas. Hoffinghoff	Safety Harbor area.
865	July 6, 1843	Jordan Smith	Safety Harbor on Bay.
379	Feb. 20, 1843	Geo. Forsythe	North end Worth's Harbor
937	Feb. 21, 1843	William Nelson	Northwest of Safety Harbor.
549	Mch. 23, 1843	Samuel Bishop	Northwest of Safety Harbor.
890	July 21, 1843	John Grillon	Just west of Philippe Point.
939	July 28, 1843	Joseph Jones	West and South of Philippe Point.
885	July 16, 1843	Thomas Piper North of Clearwater on Harbour.	North of Clearwater on Harbour.
24	Nov. 11, 1842	Saml H. Stevenson	North Clear Water Harbour.
866	July 6, 1843	Rebecca Jenkins	Clear Water Harbour.
261	Jan. 23, 1843	Edmund Bird	Clear Water Harbour.
28	Sept. 5, 1842	James Stephens	Clear Water Harbour.
563	June 1, 1843	Charles McKay	Belleair Causeway area.
564	June 2, 1843	Alex McKay	S. of Belleair Causeway
630	June 2, 1843	George McKay	S. of Belleair Causeway
922	July 20, 1843	Thomas J. Kenny	Mullet Key, now Fort De Soto
923	July 20, 1843	Samuel Casby	Egmont Key.

Special Report IX

SHIPS

*"The time has come," The walrus said,
"To talk of many things; of shoes and ships
and sealing wax and cabbages and Kings."
CARROLL*

Since men came, some 6000 years ago, there have always been ships on Tampa Bay; rated as it is by experts as one of the five best natural harbors in the world.

The original red men, not much on Navigation and with no metals and few fibers, had only crude canoes carved and hacked and burned out of logs and powered by paddles. No sails. Scores, however, attacked Ponce de Leon in his armed ship in 1521 and gave it and its defenders a tough time when he entered the Great Bay.

The real day of ships on the Great Bay dates from the first fleet of great high pooped square rigged sailing ships. The awed Indians thought them great birds from heaven and their crews bearded Gods. (Indians grew no hair on their faces.) Sadly they eventually settled for Devils from Hell in place of their initial estimates.

While de Leon in 1513 was the first known white commander to sail in, there came a procession by other adventurers and explorers high lighted by the great Hernando de Soto and his fleet of nine or 10 ships.

First there was sail. Then the early Spanish fishermen with sail and pole boats. The American pioneers were land people, had little to do with boats; rather ox carts and saddle horses and "shanks mare."

Fort Brooke (Tampa) was the first great magnet for the deep sea sailing boats. By 1862 there were a daring few steam powered vessels, first fighters, then cargo carriers. By 1870 the powered boats were numerous enough to challenge sail but did not overwhelm them and send them to the mud banks to rot until the Twentieth Century when the propeller or screw operated boats crowded out the paddle wheels. New things came faster and faster, boats driven by air

propellers; then boats that hover above the water riding on cushions of air. The noisy, dirty, pounding inboard gasoline motor was challenged by the outboard motor starting with the revolutionary Evinrude 5-horse that soon bloomed into thunderous 75 horse monsters. The extreme in this type, of course, is the hundred-a-milers and over that skitter at times on Lake Maggiore.

Came the giant ocean queens, almost a thousand feet long with promenade decks as big as football fields.

Coming drastically full circle locally was Charley Morgan's America's Cup defense contender "Heritage," which did credibly at the Long Island and Newport, Rhode Island, races in mid 1970. This was the first America's Cup defense candidate made and owned by other than wealthy socially elites of New York, Long Island and Boston. Truly Charley Morgan carried St. Petersburg to its greatest heights nautically.

Meantime modern techniques, new materials, current opulence changed local sports and recreational boating from the lucky and fanatical few to mass boating. Marinas dot the shores and skittering boats sprinkle the rivers and bays and the gulf. Registered boats — those with over 10 horse power motors — in Pinellas exceed 16,000 and are rapidly increasing. A boat trailer is almost as popular standard equipment for the roving pleasure seeker as the House Trailer and the Camper.

There will be new developments tomorrow and the day after and the day after that.

Back to the beginning it is interesting that the voyages of Columbus and De Leon and De Soto which are the real beginnings of our story of ships on Tampa Bay had been physically possible less than 75 years before they actually occurred. In mid Fifteenth Century man's ingenuity first developed an instrument by which men at sea could calculate approximately where they were. This gadget was the grandparent of the dependable compass and sextant and depth finders and radio and radar of these days.

Likewise for only some 50 years had skill in building ships reached a point where seaworthy vessels with a sporting chance of surviving an ocean gale or hurricane were produced with enough space for living quarters and food and cannon and cargo space.

De Soto's fleet consisted of nine ships. Some authorities say 10 but they probably counted the small vessel the scouting pilot used in coming ahead of the main fleet to explore the bay and measure water depths. The nine are listed in the box below.

The three first named drew 10 feet of water or more. The flagship San Cristobal is believed to have drawn 14 feet. These relatively deep draft ships rule out any probability that De Soto risked navigating the narrow twisting seven foot channel leading to Shaws Point on the Manatee River, particularly in view of the fact the 60 days of sounding by the pilot obviously disclosed where the deeper wider channels were.

After the exploration frenzy ended Tampa Bay saw hardly a sail for over two hundred years. Beginning in the 1750s and ending abruptly with the hurricane of September 22-23, 1848 there were seasonal schooners from Havana servicing the fishing ranchos at Sarasota Bay, Shaws Point, Bunces Pass and Maximo Point. They were very small, three to five tons, to carry salt mullet to Havana. These ships, of course, had flotillas of small pole and sail boats to put out nets.

Exceptions are the occasional warships and supply boats that served Ft. Brooke at Tampa; augmented considerably by gunboats and scouting boats during the 1935-42 Seminole War. There was a similar flurry during the Civil War.

But none of these had any particular impact on St. Petersburg.

From 1822 until some thirty years ago there was, however, another breed of shadow ships that crept as quietly as possible in and out. These were the rum runners and don't think these were limited to prohibition days. There always were the higher and higher excise taxes to encourage these shadowy ships. With sugar made rum selling at the distillery for a few cents a quart, no wonder.

This writer saw once, rather excitingly, how they operated. He and friends were camped at Perico Island on Sarasota Bay. Along came this small non-

descript, dirty-sailed schooner, beating North toward Tampa Bay, perhaps a half mile away. Suddenly under full steam came this Coast Guard Cutter with machine gun poised in the bow. The sailing vessel, on a port tack, which exposed her entire deck to the cutter, shifted to a starboard tack, completely cutting off the view. Quickly a hurrying line of men streamed to the starboard dropping off numerous objects. We later learned 5-gallon demijohns of auggedente, (Cuban rum) weighted so they sank. The schooner stopped after a shot crossed the bow. Down came the sails. A boarding crew searched the boat. No contraband. The cutter departed. At twilight the schooner returned and rowboats retrieved the bottles. There was a high time that night in nearby Cortez.

Situated on a sub-peninsula as it is, it was almost inevitable that St. Petersburg be greatly concerned with boating and shipping.

In the days prior to the coming of the railroad, the only means of contact with the outside world was either by boat or by a long and uncertain trip overland. Most things in the way of supplies in these days had to be brought in from Tampa, Cedar Key or Key West and the boat was the most popular way of transporting goods between the four areas. Not that there was much to ship. Local people produced most of their food and aside from citrus had little to send out.

The coming of the railroad did not put shipping out of business in St. Petersburg. In fact they were meant to be somewhat complementary to each other. The original contract of the Orange Belt Railroad called for a pier extending into the bay to a depth of 18 feet of water so that it could service ships coming to St. Petersburg. Besides, the population and growth the railroad brought multiplied the volume and variety of goods people needed or wanted.

As the Nineteenth Century drew to a close and St. Petersburg became larger there was more and more need for commercial shipping interests in the area. It should be noted here that although St. Petersburg has been long praised as a natural harbor, it was never allowed to develop fully because in the early days shipping and political power in Hillsborough kept any infant shipping interests in St. Petersburg from surviving. Despite this, to meet this need for more commercial shipping facilities, William McPherson put the

Vessel	Size	Commander
San Cristobal (the flagship)	800 tons	Hernando de Soto
La Magdalena	"no smaller"	Nuno de Tobar
La Concepcion	500 — tons	Luis de Moscoso
Buena Fortuna	"equally as large"	Andre de Vasconcelos
San Juan	"another large ship"	Diego Garcia
Santa Barbara	"Another large ship"	Arias Tinoco
San Anton	"A small galleon"	Alonso Romo de Cardenosa
(Not named)	"A very fine caravel"	Pedro Calderon
(Not named)	Two Pinnaces (Vergantines)	

sloop *Moon Beam* into service between Tampa and St. Petersburg. Later the *Enterprise* owned by William B. Miranda joined in the trade between the two cities. This ship was built by him and his brother-in-law John Bethell.

In 1895 Henry B. Plant, rail, hotel and ship magnate, entered the shipping business in the area on a more energetic scale. He entered into competition with the local boat owners and restricted the docking of ships other than his at the railroad pier (then the main docking pier) by virtue of his share in the railroad. It was as a result of this that D. F. S. Brantley, father of Ed. F. Brantley, former Mayor, built his pier and bathing pavilion.

George L. King, later a town councilman, was also active in the shipping business at that time with his "Anthea" and "Gertrude Dudley."

F. A. Davis (see main text) was also active in early shipping beginning in 1905 and soon bought the *Favorite* the largest ship to operate in Tampa Bay at that time. The *Favorite* could carry 1000 passengers or 750 plus freight. It was to accommodate the *Favorite* that Davis had the Electric Pier built at Second Avenue North.

H. Walter Fuller at this time was President of the Independent line of steamers which was serving the Tampa Bay area. Competition between the Davis Company and the Fuller interests eventually resulted in a merger forming the St. Petersburg Transportation Company.

The Lykes Brothers, a Tampa firm, also handled a good deal of business in Tampa Bay at this time.

Commercial fishing was a very profitable and important business at that time. Principally important in the early commercial fishing of the area was Henry W. Hibbs, a former North Carolinian who set up an important fish business at First Avenue South, the year after the Orange Belt came to town. A major problem to the early business was the lack of ice. To alleviate this problem the Orange Belt Investment Company built an ice house but it soon proved inadequate and was replaced by the Crystal Ice Company a concern headed by Barney and J. C. Williams. Soon others were competing with Hibbs in the fish business notably R. T. Daniels and G. E. Eady.

The story of the Yacht Club has been told elsewhere and will not be repeated here except to note that here was the beginning of the idea of pleasure boating, if only in the minds of the Gandys' who owned the only boats of the original Yacht Club members.

As more regular railroad service came about the passenger boats began to lose passenger trade. Boats were still very prominent in the transporting of materials to St. Petersburg and their importance has been told in the chapters concerned with the boomlet of the 'teens and the boom of the twenties.

Another factor important in the decline in importance of ships and shipping was the many bridges built in the area in the first three decades of this century. Campbell Causeway and Gandy Bridge were

probably the two most important in this respect. The quick and almost universally owned pleasure cars wounded scheduled boats for people and bus lines dealt the death blow.

After the 1925 boom came the decline of commercial shipping in St. Petersburg and gradually came the rise of a new kind of boating — pleasure boating. Pleasure boating had made a small start in the early days with Captain W. Budd's group of fishermen in 1905 or the Tarpon Club of 1907 but neither of these were lasting organizations. Its climax, until now, has been the fabulous rise of Charley Morgan's Morgan Yacht Corp.

Prohibition brought a resurgence of shipping activity to the bay area but this was not the legal kind — rather it was bootlegging. The Tampa Bay area was rather important in bootlegging activities in those days. To combat this criminal activity (as well as smuggling in of people, notably Chinese, denied legal entry) the Coast Guard set up operations in 1924 in the area along the northside of Bayboro Harbor. This was Coast Guard Base Number 21. It was very important in controlling this illegal traffic of liquor. Following the repeal of prohibition the base was decommissioned.

In 1939 the base was recommissioned as a training base for the Merchant Marine. The principal ships used at this time were the S. S. Joseph Conrad and the S. S. American Sailor. The Coast Guard was in charge of this training operation until 1942 when it was turned over to the U. S. Maritime Service. Throughout the war over 25,000 men received training at this St. Petersburg Base.

Although begun before the war, the U. S. Coast Guard Air Base's importance increased greatly after World War II. Extremely important to the Bay area the St. Petersburg Coast Guard Air Base provides many useful and important services to the people of the bay area. Its helicopter activities have been literally a life-saver to hundreds of people in bay and Gulf. With thousands of unexperienced operators of pleasure craft this activity has become a constant and arduous task, indeed. One of the men of the air base, Captain Erickson developed the Erickson Basket for rescuing incapacitated people from the water.

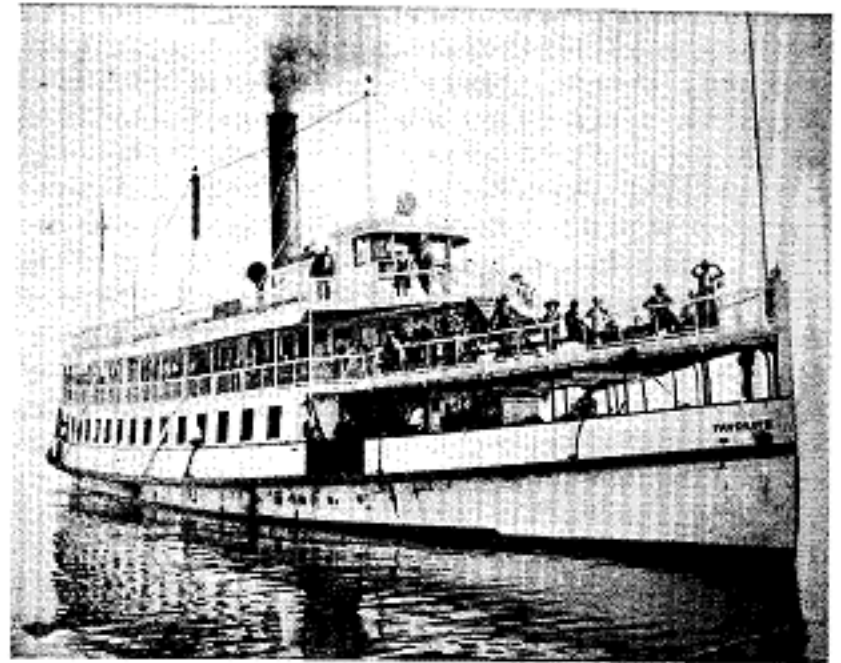
In addition to its vital air-sea rescue services, the Coast Guard Air Base assists in other operations including helping the immigration service, the Fish and Wildlife Service and also keeps records on the various craft registered in the area.

Following World War II St. Petersburg enjoyed another great increase in population as has been discussed in the main text and with its rise in people and influence boating has increased greatly.

In former times private boats were very scarce; now a boat in the backyard is almost as common as the backyard itself. Anyone who doubts the popularity need only look at the list of 57 boat launching ramps in the area or look at Tampa Bay on a week-end. There are over 16,000 boats registered in



First Steamship on Tampa Bay.



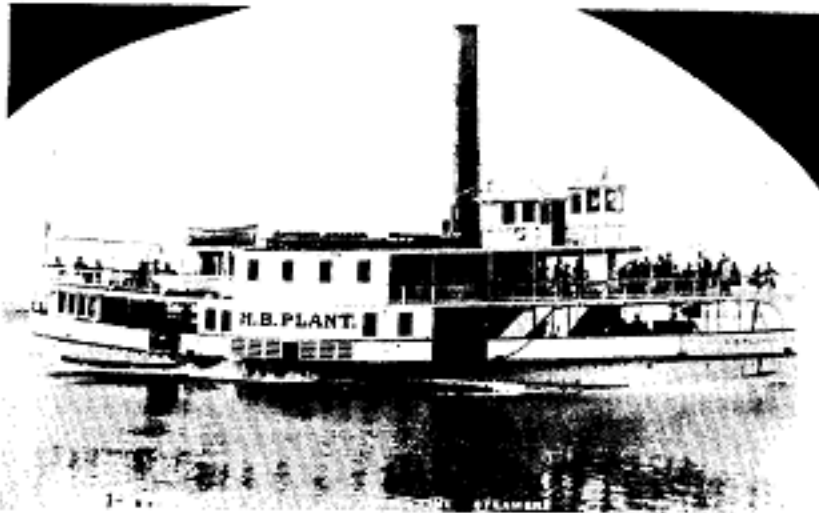
Flag ship on the Favorite Steamer Line



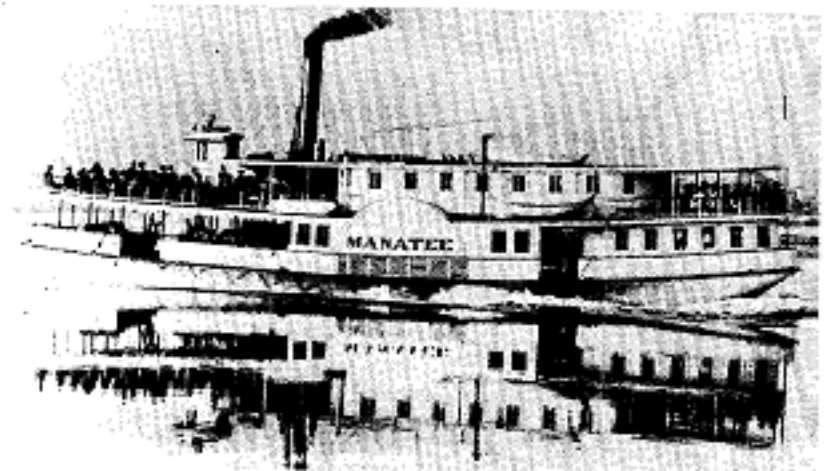
The Gypsy of the Favorite Steamer Line



St. Petersburg waterfront — 1907.



The original ship of the Favorite Steamer Line



The Manatee of the Favorite Steamer Line

Pinellas County of which over 8,000 are registered in the St. Petersburg area.

Another indication of the number of boats in the area is the number of marinas available to boat owners. There are 19 of these including Maximo Marina reported to be the largest covered marina in the world.

Thus it is that shipping and boating have undergone many changes in the past 75 years but the future indicates that the pleasure craft will continue to grow in importance in St. Petersburg's future.

As previously indicated in commercial shipping the long-time outstanding people have been the Brantley family, now exemplified in Ed (Edward Fitzhugh Smith) Brantley and in the sports field Charley Morgan.

For a Grammar School drop-out Ed Brantley has done very well indeed. In all he has had four careers, and each was a success, reaching the top or ranking with the front runners; ship's captain, filling station tycoon, Mayor of St. Petersburg; Public Relations and Realtor. Quite well, indeed.

In 1898 a steady stream of tanker ships from Tampa anchored off St. Petersburg. There were 40,000 soldiers and a great fleet of war vessels in Tampa readying for invasion of Cuba. Drinking water at Tampa was considered unsatisfactory, so pipe lines were laid and the tanker ships loaded with drinking water from Mirror Lake and Booker Creek. A small task force of soldiers was camped at each location to guard the water supply and service the ships.

The period from the end of the Spanish American War is well told by Karl H. Grismer in his 1947 revision of "The Story of St. Petersburg."

"In the beginning, the owners of the railroad permitted all vessels to dock at the pier. The first steamer known to have docked there was the 'Mary Disston,' known locally as the 'Dirty Mary,' owned by one of Hamilton Disston's companies. Produce was brought to St. Petersburg by this steamer from Bradenton, Manatee and Sarasota for trans-shipment north.

"During the early 90s, when St. Petersburg's growth was starting, many schooners and steam launches plied the waters of Tampa Bay. One of the first ships to make daily runs to Tampa was the sloop 'Moon Beam' owned by Will McPherson who had the contract to carry mail brought to Tampa over the Florida Southern Railroad. The first steam launch which went on the Tampa run was the 'Enterprise,' owned by William B. Miranda. It was used by St. Petersburg people who wanted to go to Tampa to shop or had to go to the county courthouse. These ships, as well as many others, all docked at the railroad pier in the early days.

"Such general usage of the pier came to a stop, however, when the Plant System leased the Orange Belt in 1895. The Plant System owned two steamers, the 'H. B. Plant' and the 'Caloosa,' which plied Tampa Bay. Henry B. Plant, czar of the Plant System, wanted to make sure that his ships would get a lion's share of the bay business. So he issued orders to the

effect that competing boats could not dock at the pier unless they paid \$25. for the privilege.

"Because of this arbitrary act, St. Petersburg got its second pier. D. F. S. Brantley, boat builder and owner of several small sailing boats, decided to build a pier of his own. He bought 50 feet of waterfront just south of the foot of Second Avenue north and in 1896 constructed a narrow pier out to seven feet of water. At the end of the pier he built a platform where boats could dock. To provide 'transportation' from the end of the pier to the shore, Brantley placed wooden rails on the pier and a small flat car, pulled by a horse, was used to haul passengers, luggage and freight ashore. Half way out on the pier, Brantley built a bathing pavilion which he operated in competition with the pavilion on the railroad pier.

"Brantley's Pier had one serious disadvantage — it was too far from downtown St. Petersburg. From the end of the pier to Central and First was nearly three-fourths of a mile and that was a long way for passengers to go, or freight to be carried, even when the horse-drawn flat car was used for part of the trip. As a result, practically all the boats which drew less than five feet of water came in by way of the channel alongside the railroad pier and docked close to shore. The only times they docked at Brantley's Pier was when the tide was low and there was danger of being stranded in the channel.

"On July 16, 1901, the 50-passenger steamer 'Anthea' was brought to St. Petersburg by George L. King for the Tampa run and was tied up to the King & Chase dock at the foot of Central. The steamer was 70 feet long, weighed 24 tons and drew a little more than four feet of water. On several occasions when the tide was low, the 'Anthea' was stranded. Captain King undertook the task of deepening the channel so that his steamer could get in at all times but he was stopped on December 1 by an injunction obtained by the Plant System.

"The town was enraged by this latest 'injustice' of the railroad. An indignation meeting was held in the Opera House. Upon a motion by A. P. Avery, it was unanimously decided to dredge a channel straight in from the bay to the foot of First Avenue North. On December 7, the contract was awarded to B. E. Coe, of Tampa who agreed to do the work for \$2,250. A few days after he started, however, he was stopped by a federal officer from Tampa who said that the town would have to get permission from the War Department before it could alter the waterfront. This permission was secured on February 2, 1902, and the work proceeded.

"The Little Coe Channel, as it was called, was shaped in the form of a letter 'L,' one arm extending out into the bay and the other paralleling the shore line from First Avenue north to the foot of Central. King & Chase had their dock at the foot of Central and A. Welton had another at the foot of First Avenue north. Several other docks were scattered in between. The Little Coe Channel and the docks constituted the first 'Port of St. Petersburg.' But it wasn't much of a

port — the channel was only six feet deep. And it was continually filling in with sand. However, it was decidedly better than no port at all.

"Late in 1901, Captain Chase sold the 'Anthea' to the St. Petersburg Investment Company, parent of the F. A. Davis companies. Davis had bought properties at Pass-a-Grille and wanted the little steamer for tri-weekly trips to the island. To replace the 'Anthea,' Captain King bought the 'Gertrude Dudley,' a 100 passenger, 97-foot steamer which made its maiden run to Tampa early in 1902. While the Little Coe Channel was being dredged, the 'Gertrude Dudley' docked at Brantley's Pier.

"The 'Port of St. Petersburg' was badly mussed up by a sharp gale which came out of the southeast in mid-February, 1902. Several sailing boats were overturned and the 'Anthea' was blown through Brantley's Pier, leaving a big gap. William H. Tippetts recalls that when he came to St. Petersburg with his family on February 28, 1902, on the 'Gertrude Dudley,' the passengers on the boat had to cross over the gap in the pier on a small lighter. Then they had to pick up their luggage and walk the rest of the way.

"Brantley's Pier and waterfront property was purchased in 1905 by F. A. Davis, head of the St. Petersburg & Gulf Electric Railway. Davis had visions of developing St. Petersburg as a port for West Indian, Gulf and South American trade to be ready for heavier commerce by the time the Panama Canal was completed. As a first step he formed the Tampa Bay Transportation Company to develop freight traffic on the bay. In the summer of 1906 he bought the 500-passenger steamer 'Favorite' in New York for the announced purchase price of \$80,000. To have a place for the 'Favorite' to dock, Davis needed a longer and better pier than Brantley's so he had the old structure torn down. Only the bathing pavilion was left standing. A new pier, 16 feet wide was built on the site of the old one. It extended a thousand feet farther out into the bay, to ten feet of water. Street car tracks were laid on the pier so that cars could run to the end and take off passengers and freight. The new pier, called the 'electric pier,' became a leading attraction for winter visitors who rode out on it to watch the boats come in, feed the gulls and pelicans, loaf in the sunshine, and fish.

"The 'Favorite' was brought to St. Petersburg on October 17, 1906, and placed on the Tampa run. But it proved to be too large a steamer to be operated profitably and the Davis company sold it to the Independent Line, headed by H. Walter Fuller, and purchased the 'Vandalia,' an 81-foot boat which could carry 100 tons of freight and 150 passengers.

"During 1908, the Independent Line proved to be strong competition to the Davis Company. In addition to the 'Favorite,' the Independent also owned the 'Manatee' and the 'H. B. Plant.' A steamship 'war' developed, first one company and then the other cutting passenger fares and freight rates. Finally, to end the 'warfare,' the two companies consolidated on March 27, 1909, with Fuller as president of the com-

bined concern, the St. Petersburg Transportation Company."

The Odyssey of Ed Brantley

Ed F. Brantley was born in St. Petersburg, August 15, 1893. His father and grandfather were also Florida pioneers with successful and distinguished careers.

Young Brantley went to work for the Favorite line of steamers in 1911. Starting as Pilot he soon became Captain of the Gypsy, smallest of the Favorite line fleet. He ran local runs from St. Petersburg to Pass-a-Grille and Gulfport. It was a gasoline-driven boat. Then he went with rival lines and operated the Volunteer and Anthea on the St. Petersburg-Tampa run. His father had built and operated the pier slightly south of 2nd Avenue North, where his boats berthed.

In 1913 he got a restricted pilot license and in 1917 an unrestricted deep sea one. From that time until 1942 St. Petersburg saw him not. He roamed the seven seas, poking the noses of his ships into every important port in the World.

Among the various lines he was employed by were the Clyde line, the Mallory, the Munson, the U. S. Shipping Board, Standard Oil, Gulf Refining, Lykes Brothers of Tampa, Waterman Steamship Company.

In 1942 he moved to Key West as a private pilot for wartime Naval Convoys. Injured in the line of duty he returned to his home town and endured three years of enforced idleness and illness.

In 1949 he entered his second profession, the real estate business. This was partly because of his weakened condition. From this business — of which he made a success, he edged into the petroleum business, forming the National Petroleum Corp. for that operation. From wholesaler he branched into filling stations and almost before he realized it he owned or controlled about 20 stations, mostly in Pinellas, but with some in six other Suncoast Counties. In 1960 he sold this business to the Murphy Oil Company of Texas for a figure hovering around a million dollars.

In the meantime he had edged into local politics, being elected City Councilman in 1953 and served six years (three terms) which he climaxed with the position of Mayor for 1959-61. He did not seek reelection, saying laconically — "I've had enough."

To his original real estate brokerage business he added a Public Relations firm; Clark, Russell and Brantley. His oil money he sprinkled around the city in income bearing properties, most of which he built.

He also did more than the usual share of Civic and Social chores, including head of the Shriners, the Propeller Club, the Philharmonic Society.

Still with salt in his blood he owns a small boat, sees to it that he "goes to sea" at least once a week. He is an ardent hunter, has a noted collection of guns.

On September 19, 1956 he married the former Virginia Alice Singer.

Ed's grandfather, a North Floridian, furnished cross ties to Peter Demens for his Orange Belt railway.

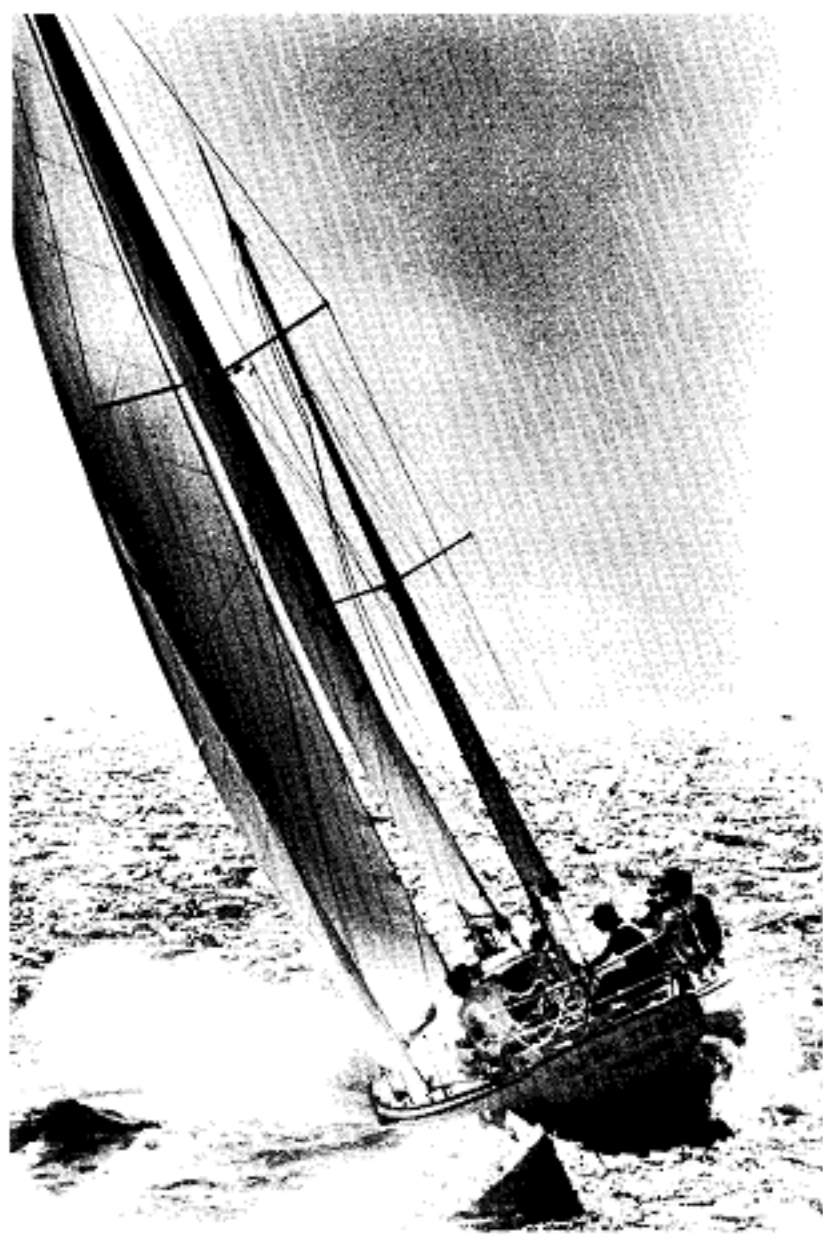
When Demens could not pay Brantley took the North-east corner of Second and Central in part pay, built a wooden rooming house for the men building the Detroit Hotel. They had been tenting in the nearby woods. Later he pushed the wooden building on the rear of the lot, added a two story brick building on the front. The first is the oldest completed wooden building, the front one the first brick building. Both are still in use.

A stout fellow.

The Fabulous Charley Morgan

Charles E. Morgan, Jr. has traveled further, faster than any other citizen of St. Petersburg in the last decade. Ten years ago he was a locally popular sail maker; today he is known world-wide wherever there are sports sailing boats.

In the summer of 1970 he made a creditable showing in the 12-meter America Cup races at Newport, R.I., to select an American defender. He had entered Heritage, which he had built in St. Petersburg. It was the first American contender in modern times to have been built by one man at his own expense. He sailed it in the trials and in the finals. Because you are talking about a million dollars when you talk of a



The "Paper Tiger," most popular sports model sailboat, designed and built by Charles Morgan.

modern 12-meter racing yacht and normally call on the skills of a half dozen experts in various phases of yachting these queens of the sail racing world customarily are produced and owned and operated by syndicates.

Traditionally these groups have centered around New York, Long Island and Boston. So when one man from Florida's St. Petersburg designed, built, financed, sailed in that contest it constituted an unique sensation in sailing circles.

Charles E. Morgan, Jr. was born in Chicago, November 17, 1929. His parents moved back to Tampa, Fla., shortly after, and when he was 10 years old he first sailed on an Orlando lake, and later extensively on Tampa Bay. He became so good he was a crewman in a St. Petersburg-Havana race when he was 17. He got an education at Valencia Junior College and University of Tampa. He married in 1956, has two children. His wife is the former Laura Marie Garrard of Babson Park, Florida.

In 1952 Morgan opened a business in St. Petersburg called Morgan Racing Sails in the south lean-to of Hangar No. 1 at the Albert Whitted airport. Meanwhile he was busy sailing, frequently in races. He usually won his races; in Houston in 1957; in Coconut Grove in 1961; at Clearwater in 1962, and others.

The boat design and building career started in 1960 with a 40-foot fibre glass yawl, the "Paper Tiger." The design was sensationally new, the material fiberglass in its experimental stages. Mainly, today he uses only fiberglass. Expanding each year by 1965 he was flying high. At this time he built a plant in the Tyrone Industrial Park and changed the name of the company to Morgan Yacht Corporation. A small advertisement in a yachting magazine sold 54 boats in one month.

His first year at this site saw him gross \$1.7 million. It doubled the next year, went to 5 million the third. Currently he is pretty well standardized on thirteen sized boats, 22 to 56 feet. Their costs range from three thousand to one hundred twenty-five thousand. His annual business flirts with 10 million, and Morgan still directs the enterprise which he merged with the giant Beatrice Foods conglomerate in 1969.

As for 1970 he started this drama with a spectacular mishap. Launching his Heritage at the Old Maritime Training School at Bayboro Harbor the boat slipped and got a bad bang, which fortunately did little damage. All St. Petersburg followed the trip of the boat up the Atlantic seaboard to Long Island. In the July trials his boat was an underdog from the beginning. The final trial results were:

Boat	Won	Lost
Intrepid	8	1
Valiant	4	5
Weatherly	4	5
Heritage	2	7

In the finals beginning August 18 Heritage lost to Valiant, beat Weatherly, lost to Intrepid. After that he was "excused" from further participation. But it won't

be the end of the trail for the 41 year old man. His talents are too wide, his drive too firm. Already he has made his mark in the boating world; as a sail maker, a racer, a designer, a builder, an administrator, a promoter, a dreamer. The approximately one million in the venture was his own money and he plans to make another bid in 1973 with "Heritage."

And a last light note on shipping. A young St. Petersburg couple recently launched a 10 foot sail boat on Lake Seminole. It's big enough for three ordinary people and a small, well trained dog.

The boat, including mast and sail, weighs 40 pounds. It's made of Styrofoam and costs delivered, less than \$200.



The Heritage built in St. Petersburg by Charles Morgan and raced by him in the Lipton Cup races in 1970 at Long Island Sound, N.Y.

Special Report X

SCHOOL REPORT

Contrast of local schools when they began in 1855 and as they operated in 1966 more dramatically, perhaps, than in any other way portray the transformation of a frontier wilderness into a modern metropolis. The first school in 1855 organized voluntarily in what is now Pinellas County, by an individual and without any governmental sanction in mid Pinellas, ran for forty days and was attended by a maximum of nineteen pupils who attended an average of twenty-three days. The teacher furnished the equipment and heated the building. He was paid a dollar a day. The children paid 55 cents tuition. With about 400 inhabitants it meant about one inhabitant in twenty attended school.

In 1966 there were nearly 90,000 students in a total population of about 450,000 which meant that about one person in five attended school. A goodly percentage of the pupils were adults. The cost per student for 180 days was approximately \$400. (This figure varied depending on the yardstick of costs or the political complexion of the user.)

No less startling but more easily visualized is a comparison between 1933 and 1966. (The year 1966 is used rather than the uncertainties and dissensions of the 1967-68 year, particularly as these words are written in the midst of that confused and bitter struggle between officials and teachers.)

Current salaries are approximately \$5,000 a year, minimum; perhaps \$6,500 average, with tops approaching \$12,000.

In the bleak and depressed 1933 pay checks were thin and uneven. There was no established "scale," and no slightest thought of equality as between races and color. Tops for a high school principal was \$2,400, an assistant principal \$1,600.

In St. Petersburg High, teacher pay ranged from \$67 a month to \$159 with an average of \$111. The secretary got \$100 and the janitor \$100. Nowadays he is called custodian.

Principal of (Negro) Davis school got \$100 month-

ly, and the teachers usually \$65. One or two got as high as \$83.

It didn't get much better for another decade. A long time local teacher, Mrs. Edwin P. Marshick, recently reported that as a starting teacher in 1939 she was paid \$900; could at that time look forward to eventually receiving \$1,600.

In 1933, 1939 and 1966 teacher pay was substantially out of line with pay scale for other skilled and professional groups; attempts to establish relativity between the years would get lost in a fog of opinions and statistics. (Be a professional journeyman writer and really learn how to starve with dignity.)

The following attempts to briefly report the essential facts of that 111-year journey of education in Pinellas in general and St. Petersburg in particular.

The story of St. Petersburg's schools is a long and interesting one. Since the first settlers came to St. Petersburg they have taken an interest in the education of themselves and their children.

Currently St. Petersburg is one attuned to education and educational needs. It is the home of one of the largest junior colleges in the nation, and the first in Florida, also home to a growing four-year college, Florida Presbyterian College; home of Stetson's University College of Law; near to the University of South Florida, and four other colleges and junior colleges.

The story of St. Petersburg's schools will be told in four parts. The first will cover up to 1920, the date selected as the beginning of the boom for the purposes of this report. The second, the great and glorious building spree during the boom. The third will cover schools from the bust to the mid-1950's, and the fourth will be a brief look at the current era of schools.

(a) The first "school" established on the Pinellas Peninsula was Captain James P. McMullen's Log Cabin School, apparently near Sylvan Abbey Cemetery, which he began for his children and some of his

neighbors. Tuition for this mecca of learning was 55 cents per pupil.

The honor of being the first public school in Pinellas Peninsula is held by that little school that apparently never had a name. The school was opened Monday, February 4, 1855 and continued for eight weeks ending on Friday, March 30, 1855. The teacher was William W. Campbell, age 25. His pay was a dollar a day for forty days. There were nineteen pupils in this school and two of them had perfect attendance records, John Stansel Taylor (aged 11) and William J. Taylor (aged 8), both sons of the original John S. Taylor. (There lives now the fifth John S. Taylor in Pinellas County.)

The first school built in St. Petersburg area was Mt. Vernon, which was located at 13th Avenue and 46th Street North in 1879. Elias Belcher donated land and lumber for the building and neighbors pitched in and helped build it. The school was popularly known as the Belcher School and remained open until 1909.

In 1880, the year after the Belcher school another school was opened, this time in the Lealman area. The school was a residence which was converted. Miss Mary Marston was the teacher and her salary was set at \$15 per month, plus board which she acquired by living in rotation with the various families in the school district. One might wonder whether a pupil's grades improved in proportion to the meals served. Whatever the case, the term would please (or shock) modern students because it only lasted three months.

Eighteen eighty-five marks the sort of beginning of modern St. Petersburg schools. From this date on the schools become more formalized with more standardized terms. It was in 1885 that the Ward's School was begun by Mr. and Mrs. R. E. Ward and like the McMullen school it was begun for their children, but others joined in. There was built to house the school a one-room cabin.

Prop College is one of St. Petersburg's most beloved Alma Maters. Many of its former graduates are still living in the area. Actually the formal name of this school was Disston City School but everyone called it Prop College because of the pine logs which were used to hold up the sides. The first teacher at this school was a young Englishman named Arthur Norwood, who eventually was mayor of St. Petersburg and founder of the City's first department store; now Rutland's.

This school was integrated, and nobody thought a thing about it. The Negro pupils were all the children of Mr. and Mrs. John Donaldson, the only Negro family on the "point," as what is now approximately St. Petersburg was called. They had been slaves. They had eleven children, a surviving son, Ed, about 90, remembers attending the school but is a bit hazy as to the exact number of his sisters and brothers who attended, but based on the 1870 census report not more than four girls and Ed, as he was the fourth oldest child and was in his early teens at the time the school operated. He is positive however that no one involved gave a thought that some of the children were white,

and some black, as nothing was ever said or done about it. That one year was all the formal schooling Ed ever had. (Ed died recently after the above was written. Editor.)

It was in 1888 that the town was begun and during that first year there developed the first real school administration and local school board. To be sure, as a part of Hillsborough County there had always been formal guidance but in this year school administration was made local. In 1888 there was organized a small schoolhouse on Central Avenue between 9th and 10th Streets. Miss Mamie Gilkerson was the teacher and she had 29 pupils. Miss Gilkerson resigned after only two months and was succeeded by Miss Olive Wickham, who finished out the last two months of the four month term.

Trustees were appointed for the school on December 8, 1888, and education was on its way. Indeed the next year length of the term was increased to six months and a more permanent teacher was found, Mr. Jacob Keagy. David Moffett, destined to be St. Petersburg's first mayor, was appointed supervisor. The school continued to grow the following year, and Mrs. Keagy also became a teacher.

School attendance continued to grow and soon Keagy, now the principal, was forced to find another building. One was located at Eighth Street and Railroad Avenue (First Avenue South), but it proved unsuitable because of railroad noise and other disturbances.

In 1892 another building was secured by the first town council at Fifth and Central. This larger school had a faculty of two teachers and the principal, Olin King was the principal, E. C. McPherson was in charge of intermediate grades and Mrs. E. J. Orr was in charge of primary grades. The King and McPherson families played important roles in early St. Petersburg affairs.

In the same year, 1892, another school was started at 52nd Street North and Lake Sheffield, this one with the seemingly unscholarly name of Mistletoe. The teacher, Winnie Evers received \$25 a month and boarded with the Sheffields, another notable pioneer family. Mistletoe school lasted only a short while and was replaced by Gold Dust School (also called Arnold School). It was named after a nearby orange grove. This school too only lasted a short while and after four years was replaced by Lealman-Number 1 which was built on land donated by J. C. Williams, the City's founder.

Meanwhile, on July 18, 1893, St. Petersburg voters had approved (by a vote of 39-1) a school bond issue for the overwhelming sum of \$7,000. (The bonds were completely illegal. See main Text.) The citizens were prompt to put this money to work and before the end of the year had constructed what was known as the Graded School. It was located at Fifth Street and 2nd Avenue North. Included in the building was a library, an assembly room and seven classrooms. The building was furnished at a cost of \$1,000. Delay in getting this furniture caused postponement in opening the school and a shortening of the school term to five months.

While waiting for the school to open Mrs. Keagy began a private school which she continued until 1896.

The new school was a great advance for St. Petersburg. It was divided into eight grades, and therefore in keeping with the standard 8-4 division of those days.

The year 1896 marked a notable date in St. Petersburg history. It was on February 22nd of this year that the first Washington Day celebration was held. Benefactor of the occasion was E. H. Tomlinson. This festival was the forerunner to the Festival of States. In any case the Washington Day Festival continued until 1914 when the school board did away with it because it was "taking too much of the students' time." Films were made of the 1912 Festival by Noel A. Mitchell and circulated throughout the United States, thus bringing valuable publicity to St. Petersburg. Unfortunately all efforts to locate a copy of this film have been unsuccessful. A movie film at that early date was of course sensational.

The years around the turn of the century were notable for St. Petersburg schools. Led by the generosity of E. H. Tomlinson, the city made great strides educationally. Three new school buildings were constructed in 1902, one of which still stands as built, another has been remodeled and enlarged and the third has been removed to make room for street improvement. Two were in the Mirror Lake section, and one at the northeast corner of First Avenue South and 4th Street; all have undergone changes as St. Petersburg has changed.

The Domestic Science and Manual Training School was built by Mr. Tomlinson at a cost of \$10,000, and its successors are still serving the city of St. Petersburg. Originally the building was constructed to house a manual training class and for cadet drilling.

The St. Petersburg Normal and Industrial School was also built during 1902. The building was home in addition to the High School and also Central Primary. It was located on the west side of Fifth Street North between First and Second Avenues. In 1946 the building was bought by the County and in 1948 was moved a short distance west and remodeled into part of the County Health Building.

The last of the three 1902 buildings was the manual training annex which was also built by E. H. Tomlinson. It was located on Fourth Street South, and accommodated 5000 persons. Actually the building was never a school property, but the schools were encouraged to use it. In 1907 the building was converted into the City Hall, police and fire station. The site is now the First Federal parking lot.

In the meantime the school system was undergoing bond problems. There was a 1906 bond issue for \$63,000 which was declared illegal so the Council called for an \$80,000 bond issue which failed. In 1907 the Council called for a \$30,000 bond issue, most of which was for a new high school. This issue passed 180-39. A \$28,000 contract was let to W. C. Henry. The school was nearing completion when the Supreme Court declared the bond issue invalid, so the city

"sold" the building to E. P. Harrison, merchant, John D. Peabody, doctor, and A. P. Bartlett, capitalist, who transferred the building to the city after Pinellas County was formed. This building was the home of the high school until 1919, then became the Grammar school and finally was the first home of St. Petersburg Junior College 1927-41. The building was torn down in 1948 to allow the opening of Second Avenue North. (See photo of building.)

The Harris school was built in 1912 as a one room school house. Rosa Kilgore was the first teacher and she had 15 pupils. Later, 1923, a larger building was built and it still stands and is being used. The current principal is Mrs. Inez B. Murray.

The period from 1914 to 1920 saw the construction of four new schools, two of which are still being used.

Davis Elementary (Negro) no longer in use, was opened in 1914, on 16th Street South, near Fifth Avenue. It was formerly called Davis Academy. Throughout the years it had seventeen principals, the first one was J. W. Ovaltreet and the last one was William G. Thompson. The school was closed June, 1967.

The Glenoak Elementary which has undergone many changes and additions was first opened in 1914. The school has been a leader in many changes in St. Petersburg schools. It was one of the first in the County to provide school lunches, having a "Mother's Kitchen" in the 'teens. Later it was one of the first schools with a cafeteria. In recent years Glenoak has been serving as a model school to deal with the problems of integration, taking a lead in these efforts. Glenoak has had six principals in its fifty-three years, they were Lila Allen, 1914-1916; Ethel Bachman, 1916-26; Mrs. Dorothy Case, 1926-1947; Natalie Sterling, 1947-1954; Mrs. Louis Kent, 1955-61; and Gerald Cafrey 1961-.

Roser Park Elementary was also opened in 1914. The school was built at a cost of \$9,620 but when it opened it had no furniture, so lumber laid on boxes served as desks. Roser Park was the first school in the county to have an organized central library, largely due to the efforts of Mabel Kelso, for whom the library is now named. Principals of this school have been: Natalie Sterling, 1914-16; Almeda Arrowsmith 1915-16; Lila Allen 1916-17; Annie L. Anderson, 1917-21; Mabel Kelso 1921-53; Mrs. Eva Evans 1953-61 and Mrs. Elizabeth Dietz 1961-.

In 1919 St. Petersburg acquired another home for St. Petersburg High School. This building, overlooking Mirror Lake to the north, was at first criticized for being too large but in less than seven years a new and larger high school had been built. The school was financed through a \$175,000 bond issue passed in January, 1917. The site was purchased for \$25,250 on June 17, 1917. Cal F. Thomas Company bid \$136,282 to build the building and went broke trying. So another bond issue for \$75,000 was passed to complete the school. The new school was opened November 28, 1919 and was dedicated February 10, 1920.

The superintendent's office was located on the

second floor of the building from the time it opened until November 29, 1965. The building was the home of Riviera Junior High until the new building was completed and opened January 3, 1966. Many graduates were sad to see the old building closed and even now plans are discussed for its razing and new uses made of the ground.

Thus ends the first part of our study of St. Petersburg schools.

Boom Day Schools

(b) St. Petersburg's boom continued to show its influence for many years in St. Petersburg and in few areas was this influence as immediate or obvious as in the area of schools. Up into the mid and late 1960's it was quite possible, in fact probable that a student could go through his entire twelve years of public schooling and never once go to anything but a "Boom School." For this was a day when St. Petersburg had money, too much money, but never too much for its schools.

St. Petersburg launched on a vast school building spree in 1923 which lasted until 1928. During these five years there were twenty schools built in St. Petersburg.

The first of these was Pasadena Elementary in 1922-23 at a cost of \$8,740 plus \$6,580 for additions. The site was donated by Jacob Disston.

Next came what is now called the Tomlinson Adult Education Center west of Mirror Lake. It was originally opened as a Junior High school from 1924-26 and then for five years it was a boys' Junior High until it became co-educational in 1931. It has undergone a number of name changes having been known as Tomlinson Technical Institute, Tomlinson Vocational School, Tomlinson Vocational High School and finally Tomlinson Adult Education Center. No matter what the name has been, it serves as a tribute to the best friend of early St. Petersburg schools.

Also in 1924 three other elementary schools were opened Childs Park made possible in part by fish fries, opened originally as a four room school house. It was expanded in 1926 and 1927.

The old Harris School was done over for a one room schoolhouse in 1924. The third school was Forest Hills Elementary which was built by A. C. Roundtree for \$24,682. The school was tripled in size in 1952.

Six more new elementaries were built during 1925, in all parts of St. Petersburg. The first one, Euclid, was built near the then center of St. Petersburg population at a cost of \$40,669 plus \$35,000 for the lot. Within a year it was expanded at a cost of \$22,675. Euclid was typical of many boom schools being started during the boom but not totally finished until the bust. Additions such as lights, plaster, and some furniture were added in the depression, often largely through the efforts of the PTA. The school was closed as an elementary school in June of 1963. From that time until September, 1967 it was converted into an administration center for down-county. Beginning in 1967 it became

a special education center under the direction of Paul Stephens.

Another new Negro school was added, named Jordan Elementary. Bids were accepted July 15, 1924 for the school and it was completed and occupied September 1, 1925. Jordan has been an extremely active community school providing in addition to its ordinary services, adult education classes, reading classes, and similar programs. Principals of this school have been: George W. Perkins, 1925-29; Mrs. Marie Pierce, 1929-51; Emanuel Stewart, 1951-57; Louis W. McCoy, 1958-65 and Fred Burney 1965-. Both Elder Jordan and Perkins were outstanding Negro leaders.

A third 1925 school was Norwood Elementary, named for Arthur Norwood. The school was built for \$30,000 and in 1926 it was added to at the cost of \$31,950. Principals of the school have been Erie Sassaman, 1926-30; Mrs. Gladys Campbell 1930-52; Theresa Graves, 1952-55; George R. C. Fox 1955-62; Albert Stevens, 1962-65; and Robert E. Riel, 1965-. Mrs. Seta Reiss who was the first teacher at the school served there for 38 years until 1963.

Lakewood Elementary is one of the boom-iest of the boom schools. Spanish architecture, sparkled with decorative urns, mark this boom school. Naturally many people thought it reckless to build a school so far out of town and at first they seemed right because only 63 students registered the first day. As a result 400 students had to be brought down from Glenoak. But it soon filled up to overflowing. Lakewood has had only three principals in its 43 years; they are Marie Lynch McAnallan (one of the daughters of Captain Lynch) from 1925-46; Mrs. Frances Bailey, 1946-58; and Mrs. Fern Terry 1958-. Elizabeth King, long-time teacher there has taught there since September, 1925 and still teaches second grade.

Coffee Pot Elementary was opened in January, 1925, but the name was changed June 17, 1940 to North Shore Elementary. Mrs. Vera Fogarty has been principal there since 1948.

The sixth and last 1925 Elementary school was built for \$70,500 by Franklin J. Mason and was called West Central Elementary. Almost from its inception it has had a cafeteria which was originally run by the school's very active P.T.A. Principals of the school have been F. Grady Russ, from the opening to his death November 12, 1926; Mrs. Annabelle Branning 1926-27; Mrs. Emilie C. Shaw 1927-33; Helen Nippert, 1933-58 and since 1958 Mrs. Martha P. Jerger.

Nineteen Twenty-Six was a big year, too, in school construction, for it was this year that St. Petersburg High School, Disston Junior High, and Woodlawn Elementary were built.

Disston Junior High School was originally opened as Gulfport Junior High at a cost of \$116,300. It was built by Franklin J. Mason. Principals of the school have been Charles M. Phillips, 1926-45; Richard L. Jones, 1945-53; Roy E. Kinnick, 1953-54; Albert T. Craig, 1954-56; Charles Kelsey, 1956-65; and Mathew E. Morrison, 1965-. Disston participates in the Sister City

Contract With Teacher.

This Contract, by and between Mrs. F. Williams Teacher, and the Board of Public Instruction for the County of Hillsborough State of Florida, witnesseth, That the said Mrs. Williams agrees to teach the Public School No. 76, at St. Petersburg, or such other Public School as the Board may direct, commencing on the 1st day of Oct, 1924, for the term of 12 months, and to perform well and faithfully the duties of Teacher, according to law and the Regulations of the Department of Public Instruction of Florida and the Rules and Regulations of the Board of Public Instruction of Hillsborough County. The Board in its part reserves the right to change the salary specified in this Contract, to shorten or lengthen the term specified herein, or, for sufficient cause, to annul the contract altogether, as the success or failure of the Teacher seems to justify, or as she conforms or fails to conform to the Rules and Regulations of this Board.

For and in consideration of Board ordered the said Board of Public Instruction of Hillsborough County, agrees to pay to the said Mrs. F. Williams the sum of Fifty Dollars per school month, and to give such further aid as the law requires.

SIGNED:

L. W. Buckholz Teacher.

WITNESSES:

By Order of the Board of Public Instruction:

Typical contract signed by teacher and superintendent of the Florida Board of Instruction.

St. Petersburg's first modern fire resistant school. St. Petersburg Senior High School — 1924.



Teacher certificate permitting second grade instruction.

For 2 Years.

STATE OF FLORIDA

TEACHER'S CERTIFICATE

SECOND GRADE

to the BOARD of PUBLIC INSTRUCTION, HILLSBOROUGH COUNTY

This Certifies that Mrs. F. Williams having presented the required endorsement of Good Moral Character, and having been legally examined and found to possess the qualifications for a Second Grade Teacher, prescribed in Sec. 6, Chap. 4192, as amended, for the Uniform Examination of Teachers, is hereby authorized to teach in the public schools of this Hillsborough County, for the school year ending June 30th, 1925, and June 30th, 1926.

For and under my hand, this 15 day of June, 1924.

L. W. Buckholz
Superintendent of Schools

Teaching in Hillsborough County	1.00
Salary	1.00
Boarding	2.00
Travel	3.00
Subsistence	3.00
Long Distance	3.00
Compensation	4.00
Expenses	5.00
Boarding, Travel, and Living	10.00
Boarding, Travel, and Living	10.00
Total	43.00

It is understood that the teacher shall be paid the salary specified in this certificate, and no other compensation shall be paid.



St. Petersburg's first modern junior high school facing Mirror Lake.

program (see other text), having adopted a sister school, Jashima Junior High in Takamatsu, Japan.

Woodlawn, originally called Sixteenth Street School (North), was another built way out in the boondocks for a cost of \$56,000. It originally housed less than 100 students. Woodlawn is one of the many St. Petersburg schools with a history of few principals. Mrs. Mabel L. Bourne was principal 1926-31; Annie Laurie Anderson, 1931-56; and Mrs. Pearl Johnson 1956-.

But without a doubt the most magnificent school building built in 1926 and probably the most beautiful ever built in St. Petersburg was a new St. Petersburg High School at 25th Street and Fifth Avenue North. Known as the million dollar high school, it was built through the efforts of "our Captain" — Captain George Lynch, superintendent of public schools. Spanish in style, with arches and patios, tile roofs, fountains, the school is a tremendous tribute to the city. Unlike the modern "factory-like" schools of today, architect Wm. B. Ittner's building has true character. It is now in order for a short history of old St. Petersburg High.

SPH was founded in 1898 largely due to the efforts of Professor Joseph E. Guisinger. Guisinger and his faculty of five began a three year high school program. The school's first (of six) buildings was the Graded School building of 1893. In 1901, one person was in the first graduating class, the charming Miss Annie Bradshaw, now Mrs. Annie Bradshaw Mansfield, who still lives in St. Petersburg at 609 - 11th Avenue South. In 1902 the school moved to what was known as the Guisinger building and then in 1906 over-crowding in the elementary school caused the high school to move to the ramshackle building, located behind and west of St. Peters Church at Fourth Street and Second Avenue North. In 1907 there was added a fourth year of curriculum and this class of '07 was the first to graduate after four years of High School. One of the traditions, hallmark of St. Petersburg High, began in 1908 with the adoption of the school's colors, green and white. In about 1900, spearheaded by Guisinger and Tomlinson, this school formed the first public school orchestra in Florida.

In 1912 SPHS became accredited by the South Central Association of Colleges and Preparatory Schools. Also that fall the student government was formed. In 1918 the publication *Alma Mater* was written by Miss Margaret Sue Burney. This fiery young redhead started football in local schools.

SPHS moved to its new building on Mirror Lake in 1919, but six years later the coming of the boom meant over-crowding and so came the Million Dollar high school out west Central way, to replace the Mirror Lake Building.

Outstanding in his efforts for SPHS was Winston W. Little, who was principal from 1920 to 1931. His main efforts were to raise the school's standards academically and to improve the library and faculty. He moved on to a distinguished career in education.

Dr. Albert Geiger came to St. Petersburg High in

1934 and stayed until 1947 when he was succeeded by Fred Stuart, whose life was cut short by an untimely death. Dr. Taylor Whittier came to SPHS from Chicago and was principal until his death in 1953, when Fred "Doc" Geneva was appointed principal. "Doc" Geneva was successively a member of the faculty, assistant principal and then principal from 1941 until he retired at the end of 1963 to be succeeded by Douglas McBriarty. However, McBriarty recently (spring of 1967) received a leave of absence and "Doc" is returning to the helm at SPHS.

St. Petersburg High's newspaper *The Palmetto and Pine*, started in 1904, was the oldest continual weekly scholastic newspaper in the state until 1965 when administrative problems forced it to bi-weekly, much to the chagrin of many of the students.

Then came 1927 and the boom over for two years, but school construction continued at breakneck speed. This year saw the opening of seven new schools including two junior highs.

Gibbs High was opened in 1927 as an eight classroom school costing \$49,490. Under the leadership of George W. Perkins the school grew and developed. Principals of this school have been Samuel Reed, 1927-29; George W. Perkins, 1929-32; Mrs. Theresa McKinney, 1932; Rev. John Carter, 1932-38; George W. Perkins, 1938-46; Andrew Polk, 1946-52; John W. Rembert, 1952-58, and since 1958 Emanuel Stewart. The original building has been replaced by a three story building which was opened September, 1963.

Gibbs High and of course Gibbs Junior College were named in honor of Jonathon C. Gibbs, a Negro. During the Reconstruction period he was made Secretary of State by one of the Carpetbag regimes, as a sop to the Negro voters, was shifted by another regime to State Superintendent of Public Instruction. Under incredible difficulties he established the first truly free public schools in Florida under state supervision and finance. It was integrated. He literally worked himself into an early grave; dying of exhaustion.

He served as superintendent during 1873, 1874. He was a founder of Florida A & M, has a dormitory there named for him. Prof. Perkins chose the name, "Gibbs," for the local high school.

Lakeview School was opened in 1927 and cost \$54,220. The school was in operation for 34 years before it was closed as an elementary, in the spring of 1961, and became a special education center for four years and then re-opened as an elementary for 1965-66.

The two new junior highs which opened in 1927 were Southside and Lealman. They were to be the last junior highs built in the lower part of the County until 1952, a full quarter of a century. Southside has kept pace with the changes in scholastic activities and looks forward to a bright future. Principals of this school have been: Mrs. Annabelle "Ma" Branning, 1927-30; Charles White, 1930-33; Ashley Russ, 1933-49; John M. Sexton, 1949-53; John W. W. Patrick, 1954-62;

Wade C. Hankinson, 1962-65, and Charles F. Kelsey 1965-.

Lealman was opened September 19, 1927 at a cost of \$114,879. It was another school built in distant outskirts. The first principal was Charles H. Teeter, 1927-30 and the present principal is John H. Russell.

Another elementary was opened in 1927, Rio Vista, near Fourth Street North on 92nd Avenue. Due to the depression and the lack of students, the school was closed February 26, 1934. That one was built too far out too soon. It reopened for one term and then closed down again from 1936-1950. In 1950 it was remodeled at a cost of \$38,644 and is currently in use again. Leonard L. Jones has been principal since 1958.

By 1928 it was obvious, even to school officialdom, that the bubble had burst, and Fifty-Fourth Avenue Elementary felt the effects quickly. When it opened January, 1928, there were only enough students for two teachers so students were imported. Eventually though, as has been the case of the boom schools, the city grew to it. The present principal is John F. Waters.

Mt. Vernon had it rough. It was a boom school but the boom vanished and left it sitting vacant on 13th Avenue North and 46th Street. It was begun in 1926 but never completed until 1931. This unhappy start has not stopped the school from achieving excellent standards. Principals of the school have been Ethel Bachman, 1931-40; Louise Burkhart Green, 1940-57, and Harold H. Brown, 1957-.

What was the gain or loss to St. Petersburg Schools because of the boom? For one thing the city gained a fine number of large sturdy educational buildings which it could later grow into. On the other hand, these buildings had to be paid for when the city and county were not able to pay. Actually the gains and losses of St. Petersburg schools were commensurate to the gains and losses of St. Petersburg in general. School bonds briefly defaulted in the early thirties, were successfully refunded in 1934.

(c) Hard times really hit the schools of St. Petersburg in the early Thirties. Captain George W. Lynch, who was city superintendent, 1919-29, and then County Superintendent 1929-35, did an heroic job, keeping the schools open and teachers paid or partially paid.

In addition he had problems of furnishing those schools finished just as the money was running out. St. Petersburg High, for example, never got lights in the building until 1933, the bare wires for the lights just dangled from the ceilings.

In 1928 Superintendent Blanton recommended a 10 percent reduction in administrative salaries including his own. His successor, Lynch, found things getting worse instead of better.

In January, 1929, the office of City superintendent was abolished as an economy measure. By 1930 salaries were reduced again and even so, in October, 1930, the teachers received only one-half of their pay in money.

Now Captain Lynch began real emergency measures. As of July 1, 1932 the maintenance crews at

schools were done away with; telephones were even taken out in many places too.

In March, 1933, the superintendent's office issued orders that lights were not to be turned on except for emergencies and then only with the principal's permission.

By June, 1933 school board indebtedness was set at \$5,300,000 and plans were made for refunding. Scrip was now being issued for teachers' wages. In September, teachers were offered \$5 extra a month if they would do the janitorial work.

By November, 1933, the school board was requesting people to pay their taxes early so the school board would have money to open the schools. December came and many students had no paper to write on so the board issued old ballots for the students' use.

Christmas, 1933 looked pretty bad for the school system. The pay was due on December 21, and there wasn't enough money to cover the payroll so the board divided the number of employees into the cash on hand, and all employees, regardless of position got the same amount — thirty dollars.

The school term closed in April, 1934 after eight months. Even keeping the schools open that long was a tribute to the many people who combined in endless sacrifices to make it possible.

By 1935 things were looking up slightly. Lealman Avenue School was destroyed by fire, but Federal WPA money was found to replace it. It was obvious that the schools were going to survive.

A great blow came to education, both locally and statewide, on October 19, 1935 when Captain Lynch was stricken at his desk and died later that evening. Captain Lynch gave much to St. Petersburg, in fact he literally gave his life.

The school system struggled slowly toward normalcy as population and money steadily increased and the many boom school buildings filled.

In addition, one new school was actually built during the period, Lealman Elementary in 1939. This was a WPA project to replace the previous building which had burned down November 19, 1935. Originally built as a four-room school it has been enlarged to 19 classrooms plus a cafeteria.

In 1941 a long awaited day arrived, St. Petersburg Junior College finally got its own campus. The school was begun largely due to the leadership of Captain Lynch and Chauncey Brown, who realized that the economic conditions prevented many students in St. Petersburg from getting a college education. So they set about forming a private junior college. The first classes were held in 1927 and enrollment for the first semester was 111 students. The 1912 high school building became the college's second home after beginning in the east wing of the St. Petersburg High building. In 1935 land was obtained by the City for delinquent taxes on the shores of Eagle Lake in Eagle Crest, and this was deeded to the School Board April 27, 1937; and ground was broken in 1939 on the new campus. It was the City's greatest and most significant WPA project.

On January 5, 1942 classes began operating in the new building. Since that time the school has enjoyed continual growth. Dr. Michael Bennett, currently president of the College, has performed brilliantly in its phenomenal growth. He is now in his 21st year as president, 30th with the college. Until mid 1968 Junior Colleges were part of the grade school system. A reorganization under a new department for Junior Colleges was directed by the 1967 Legislature, which was still in an organizational state when this book went to press.

The College has become so large that it has made two expansions, is making plans for a third. In 1970 it had 9600 pupils, oldest and second largest in the state. For a short time after Gibbs J. C. was incorporated into St. Petersburg Junior College, a Skyway campus was maintained. But the significant addition has been the Clearwater campus of St. Petersburg Junior College which is developing into another fine educational institution. It was activated on April 5, 1965 and now has an enrollment of several thousand. Dr. Bennett has served longer and with greater distinction perhaps than any other junior college leader in the nation.

After St. Petersburg Junior College was completed, no new schools were built until after World War II.

In 1947 the school system took a new great step forward by securing Mrs. Eunice Love Hiatt to make a survey of the problems of the County's handicapped students. She reported January 14, 1948 that there was need for a school where these children could receive specialized expert instruction. Classes were first held in a room at the Mirror Lake Christian Church but in 1949 support had so increased that Hiatt Hall was opened across the street from Glenoak School. This school was in operation until various groups in the community raised enough money to build Parkland School in Pinellas Park. Along these lines Nina Harris School was built and opened in 1956. The County's program also includes Ruperti School in Clearwater for retarded children.

This modern era fortunately has had three great leaders, Capt. George M. Lynch, G. V. Fuguitt, County superintendent 1937-49, and then the third, perhaps the greatest of them all, Floyd T. Christian, a graduate of the local school system (St. Petersburg High School '32) who served as superintendent from 1949 to October 1, 1965. He was replaced by Paul D. Bauder from October 1, 1965 until his shocking sudden death February 21, 1966. Upon his death Dr. James Gollatscheck was temporarily superintendent until Jan. 1, 1967 when he resigned and Thomas B. Southard became superintendent.

Christian was appointed State Superintendent of Public Instruction by Governor Hayden Burns. This appointive term soon expired. Then came a remarkable tribute to the stature of the man — statewide. He was elected to a four year term without opposition in either the Democratic primary or the general election. Perhaps the most remarkable evidence of the ability of Christian is the fact that of the tens of millions spent under him for schools over sixteen years only six

million came from bonds. The turmoil in the Kirk administration, the confusion, the tragedy, and sad drama of the statewide teacher strike are all too close to evaluate or to properly discuss in this history. It takes the clarification of Time to lend authority and dignity to history. And only a brief report primarily dealing in generalities and in totals will be made from this point on.

Dr. Thomas B. Southard has been County Superintendent except for a brief interim since Christian resigned. (Now Mr. Nicholas Mangin. Ed.)

School needs of St. Petersburg-Pinellas have been in a frantic two-way stretch the past fifteen years. There was first the tremendous physical expansion due to doubling of population. Increased pressure was added by the rapid raising of educational standards, the coming of modern industries to the area and the growth in adult education.

Particularly noteworthy are the Dixie Hollins High School in the Northwest segment of the St. Petersburg metropolitan area offering vocational and manual training; and the Technical Education Center at High Point, first in Florida and one of the first nationally, offering direct job training in a wide variety of modern industrial techniques. Classes are geared over an 18-hour day to fit work hours of the trainees. Most students have jobs, are training for higher ones and have jobs waiting on completing courses.

Pinellas Schools and teachers: numbers are for the peak month for both pupils and teachers. Figures also represent ALL public schools; grade, vocational, junior colleges, adult.

It is heartening to note that the teacher-pupil ratio has steadily improved over the years; pupil to teacher ratio has improved as follows:

1911-12	32.4	1961-62	23.7
1937-38	27.6	1966-67	23.00
1950-51	25.8	1969-70	22.0

The temper and needs of the population leave little doubt that the school authorities will continue to meet the challenges of growth. For example, in the face of 14 million for new school buildings in the last 15 years, authorities are beating the drums for 21 million for the County in the next five years.

60 YEAR SCHOOL GROWTH

School Years	Total Enrollments	Number of Teachers
1911-12	2,888	89
1912-13	3,225	89
1913-14	3,314	93
1914-15	4,225	112
1915-16	4,335	114
1916-17	4,452	120
1917-18	4,835	133
1918-19	4,706	129
1919-20	5,429	142
1920-21	6,539	169
1921-22	7,274	189
1922-23	7,693	215
1923-24	9,293	273

School Years	Total Enrollments	Number of Teachers	School Years	Total Enrollments	Number of Teachers
1924-25	12,288	356	1949-50	21,763	789
1925-26	17,721	518	1950-51	22,478	870
1926-27	18,997	623	1951-52	23,439	921
1927-28	15,192	511	1952-53	25,998	1014
1928-29	12,814	470	1953-54	28,794	1120
1929-30	12,978	493	1954-55	31,051	1291
1930-31	12,650	483	1955-56	35,647	1412
1931-32	13,050	497	1956-57	41,661	1574
1932-33	13,867	488	1957-58	47,813	1888
1933-34	13,912	476	1958-59	53,085	2209
1934-35	14,989	505	1959-60	58,225	2491
1935-36	14,865	528	1960-61	61,977	2750
1936-37	15,167	542	1961-62	68,911	2917
1937-38	15,197	551	1962-63	72,170	3123
1938-39	15,537	561	1963-64	76,321	3349
1939-40	15,224	577	1964-65	78,725	3545
1940-41	15,526	573	1965-66	83,963	3808
1941-42	15,286	579	1966-67	88,001	3987
1942-43	14,001	541	1967-68	93,238	4060
1943-44	14,870	540	1968-69*	98,575	
1944-45	15,429	559	1969-70	102,859	
1945-46	16,282	589			
1946-47	17,649	646			
1947-48	18,840	699			
1948-49	20,838	769			

*Actually beginning with the 1968-1969 year St. Petersburg Junior College has been divorced from public grade schools and its student count of 13,639 and 14,126 has been carried in the totals above for comparison purposes only.

NEW ST. PETERSBURG SCHOOLS

School	Principal	Class Rooms	Opened	Cost
Sixteenth Street School	John H. Hopkins	56	1952	\$ 756,920
74th Street Elementary	Raymond B. Calvert 2nd	21	1952	233,285
Boca Ciega High School	Richard L. Jones	51	1953	1,520,209
Northeast High School	Thos. H. Rothchild	46	1954	1,366,410
Azalea Elementary	Mrs. Gladys M. Nash	21	1955	73,755
Tyrone Junior High	Frederick A. Goodrich	32	1955	698,325
Wildwood Elementary	Louis D. Brown	24	1956	375,510
Bay Vista	Mrs. Leila G. Davis	24	1957	243,416
Meadowlawn Junior High	Kenneth L. Price	32	1957	654,036
Westgate Elementary	Miss Margaret Kraft	24	1957	251,369
Fairmont Park Elementary	Mrs. Eva A. Evans	12	1957	256,364
Geo. M. Lynch Elem.	Mrs. Lillian H. Laird	24	1958	221,783
Shore Acres Elementary	George R. C. Fox	16	1958	225,411
Tyrone Elementary	Patricia Goodwin	24	1958	208,881
Dixie Hollins High School	K. Kenneth Watson	76	1959	1,222,020
Geo. W. Perkins Elementary	Lewis W. McCoy	24	1959	240,442
Bear Creek Elementary	Miss Helen Travis	12	1961	225,968
Campbell Park Elementary	Joseph A. Johnson	24	1962	383,214
Bay Point Elementary	Mrs. Willa F. Harmon	20	Sept.-1962	388,062
Bay Point Junior High	John W. W. Patrick	28	Sept.-1962	681,945
Melrose Elementary	Mrs. Sallie B. Davis	25	Sept.-1962	393,209
Blanton Elementary	Mrs. Mary N. Jenkins	18	Jan.-1963	334,298
Northwest Elementary	Miss Theresa P. Graves	14	Sept.-1963	288,472
Azalea Junior High	Frederick E. Rozelle	45	Mch.-1964	735,538
Riviera Junior High	Wade O. Hankinson	36	Sept.-1965	845,319
Lakewood Senior High	Eric A. Whitted	32	Sept.-1966	1,276,231
		731		\$14,100,412
Eisenhower			Dec.-1966	
Pinellas Central			1969	
Maximo Elementary			1970	

Florida Presbyterian College

Florida Presbyterian College, which was to achieve national stature for the excellence of its academic programs and its innovative approaches to higher education, was only an idea in 1955. That year the Florida Synod of the Presbyterian Church of the United States began to consider the need for a Presbyterian college in Florida which, at that time, had none.

After three years of study, a 30-member committee of the Synod, early in 1958, chartered Florida Presbyterian College, named a board of trustees headed by Philip J. Lee, then a vice president of the Atlantic Coast Line Railroad and chose Dr. William Howard Kadel, minister of Orlando's First Presbyterian Church, as president.

The trustees and Dr. Kadel got a \$25,000 planning grant from the Ford Foundation, rented offices in an abandoned store building in Orlando and went to work. The big job, of course, was to pick a site for the school. Alfred McKethan, a Brooksville banker and once chairman of the State Road Board, was named chairman of a site committee. It began a task which was to last three months and which included consideration of sites proposed by 29 cities and counties.

(Editor's Note. Following a gift of \$12.5 million by Jack Eckerd the name of the college has been changed to Jack Eckerd College in 1971.)

St. Petersburg's Bid

J. Lee Ballard, a Gulf Beaches banker and once chairman of Florida's Board of Control which administered state universities, was the chairman of St. Petersburg's Committee of 100. He called his group together to decide that this city should make a strong bid for the college.

Ballard's committee got the City of St. Petersburg to agree to give the college a 160-acre site in the Maximo Point area on Boca Ciega Bay with estimated value of \$2-million, which land the city owned. The site had a potential of being enlarged 100 acres or more by filling offshore lands contiguous to it.

The committee also got assurance from local business, civic and industrial leaders that they would raise \$2.5-million to pay for preparation of this site and construction of the first college buildings. The City also offered the Maritime Base on Bayboro Harbor, which it then controlled via a \$1-a-year lease with the United States Government, as an interim campus until the big one could be readied for students.

By September, McKethan's committee had cut the

long list of proposed sites down to four — one each in St. Petersburg, Orlando, Ocala and Sarasota. The group visited each one, was feted by civic leaders and shown the prospective campuses. None was as impressive as the one here, sweetened greatly by the multi-million dollar funds offer. Sept. 15, McKethan announced, at a meeting in Tampa, that St. Petersburg had been selected.

Bevan Joins Kadel

Dr. Kadel got Dr. John Bevan, an innovative educator who was to achieve national prominence for his experiments, as the first dean of the college and together they began recruiting faculty. St. Petersburg's enthusiasm for the college proved so great the first fund drive topped \$2.7-million. The school enrolled a charter class of 151 freshmen in interim classes at the Maritime Base in September, 1960 and a year later, Sept. 24, 1961, ground was broken for the first campus structures — a classroom building and a teaching auditorium.

By December, 1963, the college had moved away from Bayboro and was functioning on its new site. The campus was enlarged 121 acres, by dredging and filling offshore land. Along the way, because some St. Petersburg criticism arose over the City giving the site free for a "non-public" use, the college agreed to compensate the City for it.

Leadership Changes

From such beginnings, the college flourished. There were two changes in the major leadership — Dr. Bevan resigned in the Summer of 1967 to become vice president for academic affairs at the University of the Pacific at Stockton, Calif. He was succeeded by Dr. John Jacobson, who had been a professor of philosophy on the college faculty. April 30, 1968, Dr. Kadel resigned to become executive secretary of the Board of Christian Education of the Presbyterian Church, U.S., in Richmond, Va. He was succeeded by Dr. Billy O. Wireman, in July, 1968. He had been the college's vice president for development and its first athletic director.

By the Fall of 1969, the college campus had grown to 281 acres, containing 57 buildings. College physical plant and land assets totaled \$17,136,000. Enrollment was nearing the 1,000 mark and there were 69 professors. The annual operating budget was \$4.3-million.

Dr. Wireman is proving to be a brilliant leader.

Special Report XI

CLUBS

St. Petersburg is probably the darnedest "jining" town in the United States. There are some 800 clubs in the city and there is probably scarcely a week that one or two do not disband and two or three new ones get organized.

It has been decided that 400 clubs of this some 800 make a significant contribution culturally, socially, civically, charitably, politically, financially, educationally, or entertainment-wise to the member and/or the community and therefore they are accorded space in this report. Probably no three persons would agree with this writer as to his order of listing these groups.

Certain comments, as well as special mention of a few individual organizations seem first to be in order.

The Honor Roll of St. Petersburg Clubs

Woman's Town Improvement Association	1888
St. Petersburg Lodge No. 139, F. & A. M.	January 17, 1894
Knights of Pythias	June 12, 1895
United Daughters of the Confederacy	April 12, 1906
St. Petersburg Audubon Society	1909
Ladies of the Grand Army of the Republic	April 14, 1910
Daughters of the American Revolution	April 25, 1910
Protective and Benevolent Order of Elks	February 16, 1911
The Carreno Music Club	February 6, 1913
The Presidents Union (of State Tourist Societies)	1914
Art Club of St. Petersburg	December 1915
The Yacht Club	June 23, 1916
Knights of Columbus	December 21, 1919
Rotary	January 2, 1920
Masons	March 1922
The Garden Club	November 20, 1928

Three Quarter Century Club	1930
The League of Women Voters	1939
Friends of the Library	1947
The Science Center	June 15, 1959

Number of Clubs Reported On

20 — Pioneer Clubs
8 — Art Clubs
9 — Music Clubs
4 — Garden Clubs
7 — Woman's Civic
97 — Tourist and Retiree Clubs
18 — Men's Luncheon
9 — Women's Auxiliary Luncheon Clubs
76 — Sports Clubs
26 — Fraternal Clubs
8 — Patriotic War Clubs
5 — Woman's Political
10 — General
103 — Greek Letter Clubs
400 — Total

Woman's Town Improvement Association

First mention beyond argument must go to the Woman's Town Improvement Association. This matriarch of all clubs in St. Petersburg, the first, and for almost a half century the greatest voluntary civic organization in the city, was founded even before St. Petersburg became a town, and existed until 1934, a period of 46 years. It disbanded for the reason that as the community became larger almost each of its myriad activities required and got the undivided attention of a new organization existing for a sole purpose.

The Club was founded in 1888, incorporated in 1911 at which time it bought a lot at 336 First Avenue North. In 1913 a handsome two story brick club house was erected there, and was literally the fountainhead of most of the principal cultural, civic and public social activities of the city.

Certainly its greatest leader was Mrs. Mary (Herman) Merrell. This remarkable woman had first come to St. Petersburg with her husband in 1885. She served three terms as President of the Club, starting in 1912 and then beginning in 1921 served for eight straight years as President.

The range of the club work was the full spectrum of life of that day. The women took over Williams Park, cleared it, planted it, built a bandstand, maintained the park for 23 years. They built the town's first wooden sidewalks, got the "pond" filled in the middle of Central at Third Street, they started the Washington's birthday parade that eventually grew into the Festival of States. They held an annual flower show, a yearly free distribution of plants, started an annual best lawn contest, served mid-day meals for two weeks at the annual town fair, built drinking fountains for man and beast.

One annual report showed petitions to Congress for better films, particularly for Negro school children, for prison reform, for abolishment of the hiring out of convicts, better immigration laws, for a national wildlife reservation at the Mississippi delta. They assisted in all money drives by other organizations.

The First Avenue club building housed the Red Cross during World War I; the Y. W. C. A. used the building for years until finally the W. T. I. A. gave it to that organization.

In 1930 the Club founded a Junior W. T. I. A. to train, of course, daughter to follow in mother's footsteps.

In the day of the W. T. I. A., Interlock was the Queenpin of local clubs. Each Club in the city contributed its officers to Interlock as members. During that day this writer attained a certain prominence as a public speaker. Finally he achieved the final accolade; he was invited to address the Interlock. He felt very important. The meeting was a Friday, but on the Saturday or Sunday before he and George Roberts went Tarpon fishing. The fish were elusive, the air and the sea and the sky were inspiring, the fishermen were durable. About 2 p.m. Friday somewhere off Boca Grande the principal speaker remembered his so important date with the Interlock for noon! For twenty years he was an outcast. The Ladies never, never, never, forgave him.

Audubon Society

Mrs. Katherine Tippetts was the originator, inspiration, and leader of the Audubon Society, which was founded in 1909. When this writer earnestly entered the business of making a living in this city he established residence on the shores of Boca Ciega Bay, miles from any other persons save a handful of commercial fishermen. Every clam, scallop, crab, flounder, oyster, water bird, quail, deer (there were deer here then) were fair catch for his spear, net, hook, trap or gun. Did Mrs. Tippetts rage and scold? Did she call the Law? No! She appointed Fuller game warden.

THE PRESIDENTS' UNION — The purpose of the Presidents' Union is to devise such plans and make

such recommendations as may increase the efficiency of the state societies in their individual activities; to foster a spirit of good fellowship among all tourists in St. Petersburg; to engage in such public activities as the mutual interest of tourists and residents may warrant; to relieve, through their respective state society, any member thereof in unexpected or temporary distress and to create and maintain a cordial fraternalism between the officials of these societies and to develop a permanent official organization which shall merit recognition by the municipal authorities of St. Petersburg as a dignified body representing the tourist element in social and public affairs in this city.

Few organizations, if any, have done more to make St. Petersburg the great tourist center it has become.

Presidents of The Presidents' Union

1. M. ArterIllinois -1914*
2. D. L. Crandall.....Massachusetts 1914-1915*
3. F. M. Langworthy.....New York 1915-1916*
4. H. W. Oxford.....New Hampshire 1916-1917*
5. E. P. Bruce.....Pennsylvania 1917-1918*
6. M. R. Greene.....Iowa 1918-1919*
7. G. W. McCleary.....West Virginia 1919-1920*
8. S. A. Buckner.....Iowa 1920-1921*
9. H. F. AtwoodNew York 1921-1922*
10. H. L. HerrPennsylvania 1922-1923*
11. D. B. Clements.....Ohio 1923-1924*
12. Dr. H. L. Putnam.....Maine 1924-1925*
13. D. Ned Davis.....New Hampshire 1925-1926*
14. C. W. Warren.....Illinois 1926-1927*
15. J. H. Winchester.....Maine 1927-1928*
16. Dr. E. E. Mammen.....Illinois 1928-1929*
17. E. E. Smallman.....New Hampshire 1929-1930*
18. Dr. W. B. Walker.....Vermont 1930-1931*
19. G. B. Selby.....Michigan 1931-1932*
20. C. M. Blanc.....Tennessee 1932-1933*
21. H. H. Austin.....New Hampshire 1933-1934*
22. J. B. Smith.....New Jersey 1934-1935*
23. J. Clark Miller.....West Virginia 1935-1936*
24. George E. Gray.....New York 1936-1937*
25. A. A. Bennett.....New Hampshire 1936-1937*
26. Mrs. D. B. Clements.....Ohio 1938-1939*
27. Clifford L. Swan.....Connecticut 1939-1940
28. G. L. Queen.....West Virginia 1940-1941
29. Dr. H. C. Stuart.....Michigan 1941-1942*
30. Judge Willis Melville.....Illinois 1942-1943*
31. C. J. Stevens.....Pennsylvania 1943-1944*
32. J. H. Cunningham.....Canada 1944-1945*
33. James R. Veitch.....Connecticut 1945-1946*
34. W. E. Polen.....Ohio 1946-1947*
35. L. D. Wright.....Illinois 1947- *
36. J. W. F. Wilkinson.....Pennsylvania -1948*
37. Albert C. Stear.....New York 1948-1949*
38. Ben M. Butler.....Iowa 1949-1950
39. H. L. Cunningham.....West Virginia 1950-1951*
40. H. Sleightholm.....Pennsylvania 1951-1952*
41. Dr. R. C. Redmond.....Canada 1952-1953*
42. Ralph Moulton.....New Hampshire 1953-1954

43. Harry Flory.....Ohio 1954-1955
44. Charles Roehr.....Illinois 1955-1956
45. Mrs. Flora Walker.....Indiana 1956-1957
46. Fred Zweidinger.....New Jersey 1957-1958*
47. C. Leslie Hall.....West Virginia 1958-1959
48. S. C. Lepper.....Wisconsin 1959-1960
49. Stanley Ladd.....Massachusetts 1960-1961
50. Douglas Sigsworth.....Canada 1961-1962
51. Mrs. Aurelia Councilman.....Minnesota 1962-1963
52. Elmer O. Long.....Pennsylvania 1963-1964*
53. George G. Allen.....Ohio 1964-1965*
54. Thomas Clough.....Canada 1965-1966
55. Oscar Lamb.....New York 1966-1967*
56. William N. Craig.....Maine 1967-1968
57. Mrs. Marvin Jackson.....West Virginia 1968-1969
58. Eldridge Bunton.....Michigan 1969-1970

*Deceased

The **ST. PETERSBURG YACHT CLUB** was started June 23, 1916 with 18 charter members. The original officers were: Frank C. Carley, Commodore, A. G. Butler, Vice Commodore, D. W. Budd, Rear Commodore, A. T. Roberts, Secretary and John D. Harris, Treasurer. The Directors were Lew B. Brown, H. Walter Fuller, George S. Gandy, Sr., W. L. Straub, Ed. T. Lewis, A. L. Johnson, Roy S. Hanna, T. A. Chancellor, C. M. Roser, Robert Carroll, Dr. W. M. Davis, J. G. Foley and C. W. Greene. Presently the Club has grown to 2,000 members.

The present officers are: Theodore E. Tolson, Jr., Commodore, Otto E. Krauss, Jr., Vice Commodore, Jack Clark, Rear Commodore, Bruce W. Watters, Jr., Treasurer, and Joseph W. Fleece, Jr., Secretary. Past Presidents of the Yacht Club are:

Frank C. Carley	Oscar De Lano
George S. Gandy, Sr.	Robert B. Lassing
Lew B. Brown	Weyman Willingham
A. W. Fisher	William S. Howell
A. P. Avery	George M. McCleary
Arthur L. Johnson	John L. Wilhelm
A. L. Gandy	G. W. Rifley
L. Chauncey Brown	Stanley C. Shaver
Tom J. Heller	W. W. Jennings
J. Frank Houghton	George A. Pearson
L. L. McMasters	John F. Knowlton
Howard O. Newman	Charles A. Robinson
Leon D. Lewis	Milton H. Corson
E. C. Robison	J. Lee Ballard
Al D. Strum	Richard W. Winning
Paul V. Reese	Mel G. Irwin
Eugene S. Bennett	O. S. Wittmer
J. Clark Coit	Bruce W. Watters
H. M. Shaw	Oscar S. Gower
D. C. Robertson	Wm. M. Bussey
A. B. Fogarty	Thomas R. Downs
J. Shirley Gracy	Bruce Watters, Jr.
Tom S. Pierce	Earl R. Fox

And right proud is this writer that he was one of the 18 charter members. (This book says 18. There were 40, but the names are forgotten.) After the Club

was formed somebody happened to realize that none of the members, except the Gandys had a boat. So 12 sailboats, 14 feet long and cheap were bought in New Jersey and shipped down. Rox Fleet, a World War I flying ace lived here, was rich, bought one of the twelve. One day he sold it to Fuller and Hunter for \$100. Asked why that giveaway price, his answer was: "It's too dangerous." One of the thrilling memories of pure pleasure of this writer is the trip made from Boca Ciega to Cedar Key and return solo in that floating chip.

DAUGHTERS OF THE CONFEDERACY — A proud day came when this writer was principal speaker when the Jackson Highway (Stonewall) was dedicated at the foot of Central Avenue. (To all the world except the Daughters of the Confederacy U. S. 19 terminates at that point, but U. S. 19 is also the Stonewall Jackson Memorial Highway.) Proud of his grandfather who had been an officer in the Second Cavalry Regiment of Georgia and quite nimble even then with History, he was waxing eloquent, happened to refer to the "rebellion of 1861-65." A Daughter arose, chillingly corrected, "The War Between the States, Mr. Fuller."

LADIES OF THE GRAND ARMY OF THE REPUBLIC — The G. A. R. Club at Sixth Street North and Mirror Lake was in early St. Petersburg days the largest encampment in the entire United States, and it and its guardian angel, the Daughters organization were the last in the United States to give up a clubhouse.

DAUGHTERS OF THE AMERICAN REVOLUTION — are still going strong. This writer has talked to them. Some day he must get around to accepting their pressing invitation to go through the tedious business of qualifying to join the "Sons." Why didn't he take advantage of the offer to accept Uncle Benjamin's (Grand Uncle) offer to give him that thick, long, rough woven handspun cloak that reached to the heels and in which his grandfather had wrapped himself at Valley Forge with George Washington?

PROTECTIVE AND BENEVOLENT ORDER OF ELKS — The elder Fuller belonged. Came the dark days of 1917. Father and son were jobless, propertyless, moneyless, hopeless. In utter defeat they headed for Bradenton to lick their wounds. Quietly there came into the office a trio from the Elks Club with gifts of huge packets of food and an appreciative packet of folding money.

THE GARDEN CLUB — Bless Flora Wylie! The heart and soul and flame that created that pioneer battler for beauty in this then pretty drab little village. And her years of courageous service on the St. Petersburg Planning and Zoning Board never overlooking a slightest meager chance to preach the wonders of plants and Beauty. May beautiful flowers be on her grave forever!

THE LEAGUE OF WOMEN VOTERS — Just about this writer's favorite organization in the whole world. Those devoted women, says he, practice politics as a

science and not a disease. A great group of intelligent devoted women who with utter selflessness devote a large part of their lives to making Democracy and Government work better.

THE SCIENCE CENTER — Bless that ornery, persistent, devoted Bill Guild (pronounced Gile). Mr. Guild raised such a constant furor in the St. Petersburg Historical Society for a kindred group for Youths that he was finally thrown out of the Club. But he kept on, eventually started what has ended up as the great Science Center for youth of this day. Mr. and Mrs. A. Franklin Green, in leadership of a group of others eventually took over and furnished the inspiration and sweat to create the club.

Many of St. Petersburg's gifted youth have participated in these projects and have won numerous awards not only at the city and county level, but also on the state and national levels. For example, one young girl, Gail Marks, developed a new process for making algae foods from seaweed and was sent to New York to do a national T. V. program.

This organization was founded June 15, 1959 and has since grown phenomenally. It moved into its new location, 7701 - 22nd Avenue North in January 1966.

The original officers were: W. K. Zewadski, President, R. T. Herr, Vice President, A. Franklin Green, Treasurer.

Presidents have been: Alan E. Marsh, 1966, A. Franklin Green, 1967 and 1968, David Seth Walker, 1969, Richard C. Trump, 1970.

Current officers are: Richard C. Trump (second term) President, Emery C. McDonough, Vice President, M. J. Wenzel, Sec.-Treas.

There are at present over 550 junior scientists members.

For constructive long range benefit on the community, this organization is probably the most important in St. Petersburg.

THE FRIENDS OF THE LIBRARY — was formed in 1947 with the purpose of helping the St. Petersburg Public Library. The Friends Of The Library has thus far achieved the most important of its original goals — a new central library. But this is not their only goal, they are working for more branch libraries, and also work, in general to help the library.

At present there are 583 members; there were only seven charter members: U. C. Barrett, Mrs. Alfred C. Bergman, Miss Dorothy Brown, Thomas Dreier, Thomas T. Dunn, Miss Mary Newell Eaton and Miss Hilda Glaser. The original officers were Thomas Dreier, President, Miss Mary Newell Eaton, Vice President, Mrs. Peter Kirsner, Secretary and Miss Eleanor Wilson, Treasurer.

Recent Presidents have been; Mrs. Frank M. Holland (1966-1967), Mrs. R. B. Johnson (1967-1969) two terms, Dr. Edwin L. Stover (1969-1970), Mrs. Abner De Chant (1970-1971).

Other current officers are; Thomas Dreier, Chairman of the Board, Mr. Marshall W. Stevens, Vice

President, Miss Hazel Bartlett, Secretary, Mrs. Frank M. Holland, Treasurer.

From the beginning Mr. Dreier has been not only the founder but the dynamic leader of the organization.

Art

The St. Petersburg **MUSEUM OF FINE ARTS** — located at 255 Beach Drive North was founded when Mrs. Acheson Stuart offered the income from a \$1,000,000. trust fund to begin one, provided the city would provide the sight and other private citizens would lend their support. During the first year of operation at its new Beach Drive location the Museum had 180,000 visitors.

The museum is particularly concerned with children of elementary school age and efforts are made to encourage them to come to the museum. The Museum publishes a quarterly, the PHAROS which goes to all 4,200 members and other museums and educational institutions. There is also a library of art books maintained at the Beach Drive location.

Originally the officers of the organization were: Mrs. Acheson Stuart, President, J. Shirley Gracy, Vice President, Barr Rimer, Treasurer, Clementine J. Sherman, Secretary and Rexford Stead, the Director.

Recent Officers have been:

1967: Charles W. Mackey, Chairman of the Board
Mrs. Acheson Stuart, Honorary President

1968: Mrs. Acheson Stuart, President

1969: Mrs. Acheson Stuart, President Emerita
Wilbert R. Canning, President

1970: Mrs. Acheson Stuart, President Emerita
Wilbert R. Canning, President

Present full list of officers are:

Mrs. Acheson Stuart, President Emerita, Wilbert R. Canning, President, Dr. Jack MacCris, Vice President, Mrs. Peter Sherman, Secretary; Rexford Sherman, Secretary; Rexford Stead, Honorary Trustee. Trustees are: Howard A. Acheson, Thomas Dreier, Mrs. Thomas Fluharty, Baya M. Harrison, William B. Harvard, Mrs. H. W. Holland, Edward T. Imparato, Stephen R. Kirby, Mrs. Harry R. Mack, Charles W. Mackey, Angel P. Perez, Maurice Rothman, Dr. Mark Sheppard, Hon. Donald L. Spicer, ex officio, Mrs. Calvin Vary.

Present Director — Lee Malone.

Present Assistant Director — Alan B. DuBois.

THE MARGARET ACHESON STUART SOCIETY, INC. (THE STUART SOCIETY) — was formed November 29, 1962 to promote the welfare of the Art Museum. The organization supports the museum in all of its activities.

Presently the membership totals 350.

Past Presidents:

Mrs. Stephen Kirby	1963-64
Mrs. Stephen Kirby	1964-65
Mrs. J. Howard Gould	1965-66
Mrs. John Newey	1966-67
Mrs. Robert Needles	1967-68
Mrs. John P. Ferrell	1968-69
Mrs. Orville Nelson	1969-70

The 1970-71 Officers are:

President, Mrs. Thomas N. Fluharty, First Vice President, Mrs. E. R. Hilton, 2nd Vice President, Mrs. H. A. McGuillen, Jr., Recording Sec., Mrs. James A. Knowles, Corresponding Sec., Mrs. James K. McCorkle, Treasurer, Mrs. Robert M. Goheen, Assistant, Mrs. Winston C. Heibner.

THE ART GUILD, INC. — was started in 1952 when a group of people decided that they wanted a place to get together and paint. Not only does this Club help its members become better artists, but presently plans are being made for a scholarship fund to be made available to students.

The present officers include: Patricia R. Cramer, President, Helen McKee, 1st Vice President, Edith Pearce, 2nd Vice President, Winifred Long, 3rd Vice President, Dorothy Long, Treasurer and Helena Lombard, Rec. Secretary.

IKEBANA — It was due to the large interest in the St. Petersburg area in Ikebana that Chapter 65 of **IKEBANA INTERNATIONAL** was started in St. Petersburg, September 28, 1962.

The Club works to further Ikebana, Japanese Flower Arrangement.

Presidents have been; Mrs. Clarence Jonas, Mrs. William Bishop, Mrs. Charles T. Claggett, Mrs. Jack Goss, of Clearwater and Mrs. John A. Keck, currently. Other current officers are; Mrs. Jack Goss, 1st Vice President, Mrs. Paul Sauve, 2nd Vice President, Mrs. L. Roy Brace, 3rd Vice President, Mrs. Richard Crane, Corres. Secretary, Mrs. John Downing, Rec. Secretary and Mrs. Hammond D. Caldwell, Treasurer.

THE ARTS CENTER ASSOCIATION — With the growth of St. Petersburg and with the growing need for a central place for all artists to meet and work, the need has been felt for an Arts Center. The **ARTS CENTER ASSOCIATION** — was founded May 12, 1965 with 119 charter members. The original officers were: George W. Bartlett, President, Jacques Bustanoby, 1st Vice President, Mrs. Marion Terry, 2nd Vice President, Seward Merrell, 3rd Vice President, Thomas Dunn, Attorney, Edna J. Larson, Secretary and Mrs. Kaye Kunst, the Treasurer.

The Past Presidents have been: Miss Vicki Gerard, Dr. Edwin L. Stover, and Dr. Charles M. Carroll. Currently, other present officers are:

Vice Presidents: Mrs. May Aton
Mrs. Earl N. Henderson
Miss Olive Mae Menz (deceased

1-10-71)

Miss Christine Baker
Mr. Charles W. Burke
Mrs. Norman Snyder

Secretary: Miss Jane Rudy
Treasurer: Mr. Wallace Brady
Membership Chairman: Mrs. Dorothy R. Cline

The organization is working to further the building of an Arts Center and is actively looking for assistance in this cause.

To promote interest in poetry and to develop a wider audience for it in the St. Petersburg area, the **ST. PETERSBURG POETRY ASSOCIATION** was started in the Spring of 1965. It was founded as an offshoot of the Tampa Poetry Association; Jerry Burns and Nan Hunt were co-founders.

The Club has monthly open meetings, often with noted guest speakers. It encourages young poets, offering them a place to be heard and a place where they can receive criticism on their work. The officers of this club are Nan Hunt, Chairman, Mary E. Gross, Secretary and Maj. Earl La Clair, Public Relations. The charter members of the group were:

Nan Hunt	Jerry H. Burns
Mary E. Gross	Barbara Nelson
Michael O'Brien	George Garrott
Katherine Gorman	Fanny Ventadour
Gertrude Johnson	Mr. Lawrence Jackson
Gladys Caron	Mrs. Lawrence Jackson
Maj. Earl La Clair	

Mr. Wade Van Dore, the noted poet, is an honorary member of the organization.

The **ST. PETERSBURG LITTLE THEATER, INC.** — was started May 9, 1933 with about 50 charter members. There are at present over 2,000 members. This group puts on six shows per season at its own theater at 4025 — 31st Street South.

The present officers are: Jack Vinis, President, Thomas De Voe, 1st Vice President, Aileen Johnson, 2nd Vice President, Frances Joyner, Secretary and Howard Weston, Treasurer.

Music

"As diversified a people, so diversified will be their music." St. Petersburg proves no exception to this. The music clubs in St. Petersburg range from Barber Shop to opera, from banjos to brass. One reason that there is so much good music available is that there are a great many retired musicians here. These people, along with the many music lovers of the Suncoast make possible the musical culture of the area.

The pioneer organization of musical clubs in St. Petersburg is the **CARRENO MUSIC CLUB, INC.** which was founded February 6, 1913. From its 15 charter members the organization has grown to over 500 members. At present the officers are William Posno, President, Roselind Zoccato, 1st Vice President, Mrs. Katherine W. Hall, 2nd Vice President, Mrs. William Lipp, Recording Secretary and Mr. Carl Anderson, Treasurer.

Dr. Edwin L. Stover, Professor at SPJC is President of the **CIVIC MUSIC ASSOCIATION** which is an organization which promotes music in St. Petersburg. Originally organized by Mrs. O. G. Hiestand in 1930 to bring metropolitan artists to St. Petersburg, the Club has become such a success that their annual Spring membership drive is over-subscribed within a week. Now using as its "concert hall" the Bayfront Center, the organization hopes to be able to expand its mem-

bership above its 2,000 subscribers of last season. Preceding Dr. Stover as the seventh President of this organization have been Mr. C. C. Carr (1930-34), Mr. W. W. McEachern (1934-41), Mr. James Bourne (1941-43), Mr. Albert Robert, Jr. (1943-45), Mr. James Bourne (1945-53), and Dr. Earl N. Henderson (1953-65). The Civic Music Association looks forward to a bright musical future for itself and the Sunshine City.

The St. Petersburg Chapter of the **AMERICAN GUILD OF ORGANISTS** has been a part of St. Petersburg life since May 25, 1928, when it was founded by William Wall Whiddit. Part of a national organization that goes back to 1896, it seeks to advance the cause of religious music. It has a membership of 66 active members and 235 subscribing members. Each year the local organization provides a scholarship to some young musician who is studying to become an organist or choir director. Past regents of this organization include Dr. William W. Whiddit, Mrs. A. D. Glascock, Charlotte Pratt Weeks, Miss Viola Burckel, Mary Ervin Broadfield, Helen McClellan Mangan and Dr. Harriette G. Ridley.

Past Deans (Presidents) of the organization have been Genevieve M. Grossman (1966-1968), Frances G. Smith (1968-1969), Kenneth J. Winter (1969-1970).

Present officers are:

Dean	Charlene B. Alexander
Sub-Dean	Donald M. Rolander
Secretary	Florence M. Hardy
Treasurer	Harold N. Finch

The **ST. PETERSBURG SYMPHONY GUILD, INC.** — is an active group of women who provide the St. Petersburg Symphony with volunteer service and financial support, in addition to stimulating in the symphony's concerts. In past years they contributed \$7,000. to the St. Petersburg Symphony. Their Golden Baton Ball held in October has been an annual event in St. Petersburg. Their present membership is 109 and present officers are:

President.....	Mrs. George S. Saltsman
First Vice President.....	Mrs. Richard Buckingham
Second Vice President.....	Mrs. William A. Lyons
Third Vice President.....	Mrs. Woodrow V. Register
Recording Secretary.....	Mrs. Forrest C. Beene
Corresponding Secretary.....	Mrs. Donald J. Fragnoli
Treasurer.....	Mrs. Frank A. Saltsman
Asst. Treasurer.....	Mrs. W. Don Carr
Parliamentary Advisor.....	Mrs. R. W. Roberts
Historian.....	Mrs. Franklin J. Ponte

Past Presidents have been: Mrs. Henry T. Hamilton (1960-1964), Mrs. Evander A. Preston, Jr. (1964-1965), Mrs. Henry Santos (1965-1967), Mrs. Walker Knopf (1967-1968), Mrs. James Hallman (1968-1969), Mrs. William T. Moore (1969-1970).

The **ST. PETERSBURG SYMPHONY SOCIETY, INC.** — is an organization of professional musicians which works for presentation of music and musical education. The President is W. V. Register.

The **ST. PETERSBURG BOYS CHOIR** — is an organization to help give young boys an opportunity to do choir work. Started in the Fall of 1959 with 200 members, it was officially incorporated in 1966. It was founded by Donald R. Mathis and Mrs. Richard Sinden. There are at present two concert choirs and one training choir. In the past this organization has operated on a non-profit basis but at present it is attempting to secure sponsorship in order to be able to pay its professional leaders. The present officers of the organization are President Roy Oldham, Executive Vice President and Musical Director Donald R. Mathis, Vice President Judge Ben Overton, Secretary Mrs. Fred D. Horton, Corresponding Secretary Mrs. Kenneth S. Williams and the Treasurer Mrs. O. F. Goodman.

In an attempt to provide stringed musicians with some symphony experience, the **PINELLAS COUNTY YOUTH SYMPHONY** was organized in January 1959. The general chairman at that time was Aileen Chapman. Now having over 100 young musicians as members, the non-profit organization seeks to provide the area with a fine concert season each year. Aileen Chapman served as General Chairman from 1959-63 while Melvin Dean was conductor from 1959 to 1962 and Mr. Thomas Briccetti has been conductor since that time. Past Presidents of the organization have been Stanley Davis (1963-64), Winston Wood (1964-65), who was replaced by Albert Gregory to fill out his term, Mr. May Morley (1965-1966) and Robert Greenbaum (1966-67).

The **ST. PETERSBURG BANJO CLUB** — formerly known as the St. Petersburg Chapter of the Stephen Foster Banjo Association is an organization for furthering the American Banjo. The five-string banjo is, of course, the only truly American musical instrument. The St. Petersburg Banjo Club was formed in 1960 to replace the Stephen Foster Club which had been started June 3, 1958. In 1958 charter members were D. D. Yokeley, John Wilhelm, Ed. Anderson, Adolf Fischer, George Bartlett, Charles W. Glover, Henry Dunham and Wallace Parson. This Club has played at the Stephen Foster Memorial on the Suwannee River and it was D. D. Yokeley who made tapes of the banjo music heard daily by visitors to the memorial.

St. Petersburg also has a chapter of the **S. P. E. B. S. Q. S. A. INC.** — which is the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America. This organization was founded in St. Petersburg July 19, 1946, and incorporated as a non-profit organization April 23, 1952. A group of fun loving musicians, they gather together to provide education and training in singing. In addition they sponsor two scholarships to S. P. J. C. and also contribute to the national project at the Institute of Logopedics at Wichita, Kansas — "We sing that they shall speak." The membership totals 70 and the president of the organization is W. O. Jones. Past Presidents of S. P. E. B. S. Q. S. A. are Harry McCormick, (1946-47), W. H. Zumwinckle (1947-48), Mert Barrett (1947-48), Harold Corbett (1948-49), Jack

Cavan (1949-50), Carey Jacobus (1950-51), Dr. Glenn Boring (1951-52), Dr. Rusty Blackwell, Morris Phelps (1954-55), Dan Manning (1955-56), Les McEwen (1956-57), Joe Griffith (1957-58), Bill Billings, Sr. (1958-59), Ray Lansberry (1959-60), Tom Allcock (1960-61), Ken McKee (1962), Fred McFall (1963), Bill Billings, Jr. (1964) and Vern Breiby (1965-1966), Eugene Drees (1967), Dr. Keith Korneisel (1968), Jack Baker (1969), W. O. Jones (1970).

The 1971 Officers are: President, Owen Murray, Administrative Vice President Leonard Fisk, Program Vice President Keith Korneisel, Secretary Martin Simpson, Reporting Secretary John Guastella, Treasurer Lester Bossert, Chorus Director Sam Breedon, Co-Chorus Director William Billings, Co-Chorus Director, Eugene Drees.

The 1971 Board Members are: Jack Baker, George Bennett, William H. Billings, Rusty Blackwell, D.D.S., Cliff Bonbrake, Bill Jones, Ray Lansberg, Ed Sieling, Pat Volpe.

Boty Awards:

Les McEwen	1957	Keith Korneisel	1964
George Mook	1958	Roy Dean	1965
Joe Griffith	1959	Jack Baker	1966
Dan Manning	1960	Vern Breiby	1967
Ken McKee	1961	Bill Billings, Jr.	1968
Tom Allcock	1962	George Bennett	1969
Harold Corbett	1963		

Garden Clubs

St. Petersburg has a number of Clubs engaged in horticultural activities. Through special projects these Clubs work to beautify our city. They plant shrubbery and trees in city parks and along the roadways in addition to setting a standard of excellence in the homes of their members.

The **SUNSHINE CITY AFRICAN VIOLET CLUB** — was founded in 1955 by Mrs. Frank Damron to promote interest in the culture and raising of African violets. The Club has grown since its beginning to a total of 21 members. Annually the Club sponsors a Violet show in connection with the Festival of State celebration. Past Presidents of this Club are Mrs. J. M. Lanier, Mrs. Maude Bunce Becky, Mrs. M. L. Hitt, Mrs. P. F. Thomson, Mrs. J. H. Waterson and Mrs. Forrest Phillips. The present President is Mrs. Lottie Weldon.

The **SUNCOAST BONSAI CLUB** — concerns itself with a special type of gardening, the growing of miniature trees. It was founded May 22, 1961, with nine charter members in connection with the Clearwater Garden Club at the home of Mrs. Douglas Bailey. The other charter members were Susan Harris, Dorothy Walker, Allie Mae Murphy, Bertha Howlett, Jo Novak, Frances Bowers, Katherine Seeholtz and Jinx Watkins. This Club represents the fast growing hobby of bonsai and through its activities members who might otherwise not be able to garden, can take an active part in horticulture.

The **WOODSIDE GARDEN CLUB** — was founded September 14, 1959 and the first regular meeting was held in October of that year. Chartered with 33 members the Club now has an enrollment of 51 members. Membership is open to any resident of Florida who is interested in horticulture. Each year the Club sponsors a Christmas Decoration Show in addition to their many beautification projects notably roadsides and school grounds.

Presidents have been: Mrs. G. K. Palmer (1959-1962); Mrs. P. Kromer (1962-1963); Mrs. C. H. Thompson (1963-1964); Mrs. I. O. Lindquist, (1964-1965); Mrs. R. B. Dexter (1965-1966); Mrs. I. O. Lindquist (1966-1967); Mrs. Roderick B. Dexter (1967-1968); Mrs. Joseph C. Doane (1969-1970); Mrs. Louis Anderson (1970-1971).

Other Current Officers are:

1st Vice President.....	Miss Florence Freer
2nd Vice President.....	Mrs. Patrick Burke
3rd Vice President.....	Mrs. Arthur Dicker
Secretary.....	Mrs. Clarence Jonas
Treasurer.....	Mrs. Michael Sales
Corr. Secretary.....	Mrs. Albert J. Maxam

By far the largest Garden Club in St. Petersburg is the **ST. PETERSBURG GARDEN CLUB** — which has a total membership of 839. In fact it is the fourth largest in the state of Florida which incidentally is the state with the largest membership of Garden Clubs in the nation. This Club was founded November 20, 1928 by Mrs. Walter L. (Flora) Wylie, with 50 charter members. Mrs. Wylie was the first President (1928-1930) being followed by Mrs. John J. O'Donohue (1930-1932), Mrs. William P. Powell (1932-1932), Mrs. Walter L. Wylie (1932-1936), Mrs. Charles G. Blake (1936-1938), Mrs. Milton R. Joy (1938-1940), Mrs. Rogers G. Young (1940-1942), Mrs. Edwin B. Frost (1942-1944), Mrs. William S. Longnecker (1944-1946), Mrs. John W. Cummings (1946-1948), Mrs. Clarence W. Ludwig (1948-1950), Miss A. Grace Hamilton (1950-1952), Mrs. John A. Mennell (1952-1954), Mrs. Edwin G. Peters (1954-1956), Mrs. Walter B. Parsons (1956-1956), Mrs. John W. Cummings (1956-1958), Mrs. Henry B. Santos (1958-1960), Mrs. Louis C. Oakley (1960-1962), Mrs. Clifton D. Camp, Jr. (1962-1964) and Mrs. Stuart B. Warren (1964-1966), Mrs. Alexander Pavlak (1967-1968), Mrs. James Hallman (1968-1969), Mrs. Edward Hale (1969-1970), Mrs. O. F. Walker (1970-1971).

The St. Petersburg Garden Club was named the "Garden Club of the Year" for all of Florida in 1968.

Mrs. Wylie was for many years a booster of parks and civic beautification and she served on the City Planning Board for seventeen years. Her two special projects were the waterfront park area and the Lake Maggiore Park area, along with work on the beautification of the Crippled Children's Hospital.

The Garden Club is composed of 27 circles. A person is a member of a circle which meets monthly and then all of the circles get together once a month for a meeting of the St. Petersburg Garden Club. The

twenty-seven circles in St. Petersburg are herewith listed. (The date of founding in parenthesis).

Allendale (1950)	Jungle (1929)
Anthurium (1958)	Lakewood (1953)
Azalea (1940)	Leslee Lake (1954)
Bahama (1949)	Magnolia (1928)
Bayside (1939)	North Shore (1928)
Bethwood (1955)	Orchid (1947)
Buddleia (1957)	Pinellas (1929)
Carissa (1958)	Redington Beach (1956)
Corsage (1952)	Rose (1950)
Dracaena (1955)	Royal Palm (1955)
Gloriosa (1950)	Snell Shores (1953)
Green Fingers (1936)	Starlite Lake (1958)
Hibiscus (1949)	Town and Country (1953)
Jacaranda (1953)	

The Garden Club continues in the footsteps of its founder, seeking a more beautiful St. Petersburg. It supports conservation and the beautification of Parks and roadways. Members have a monthly "Grow and Share" program where plants are given away to help residents improve their home grounds and they have a library of gardening books which is available both to their members and to the general public. The monthly publication, the Grapevine, keeps the members informed of the Club's activities.

It is safe to say that St. Petersburg owes a lot to the hardworking efforts of the members of the garden clubs and circles in St. Petersburg.

Woman's Civic Clubs

One of the few clubs in St. Petersburg that can claim three beginnings is the **ST. PETERSBURG WOMAN'S CLUB**. It started in 1913, generally federated in 1917, and incorporated in 1924.

The Club has grown from 13 charter members to a total enrollment of approximately 500. The St. Petersburg Woman's Club engages in social and charitable work and one of its main projects is the well known Community Clothes Closet which provides thousands of children with clothes every year.

The present officers of the St. Petersburg Woman's Club are, President Mrs. Charles E. Hyde, First Vice President, Mrs. Wm. J. Timberman, Jr., Second Vice President, Mrs. Harold R. Jensen, Third Vice President Mrs. Leonard Raymond, Fourth Vice President, Mrs. Harman Wheeler, Record Secretary Mrs. Murray Bennett, Corresponding Secretary Mrs. John A. Davenport, Treasurer, Mrs. R. B. Martin.

Directors: Mrs. Lyle Chaffee, Mrs. Frank Reock, Mrs. James H. Turner, Mrs. Charles W. Gillies, Mrs. John A. Smith, Mrs. M. Vincent Wills.

Past officers of the organization are:

Mrs. Chas. A. Easterly
Mrs. Chas. H. Hawley
Mrs. W. J. Carpenter
Mrs. Edith R. Sackett
Mrs. M. M. Burton
Mrs. W. P. Slayton
Mrs. Chas. G. Black
Mrs. Ruth Thane McDevitt
Mrs. Frances B. Eaton
Mrs. R. W. Roberts
Mrs. Frank B. Tyree
Mrs. Grace L. Donaldson
Mrs. R. W. Roberts
Mrs. H. E. Marsh
Mrs. R. W. Roberts
Miss Mary Newell Eaton
Mrs. Ervin L. Barth
Mrs. H. L. McElwain
Mrs. Ruel B. Gilbert
Mrs. Lyle Chaffee
Mrs. Albert Huth
Mrs. Paul B. Wallis
Mrs. Jas. H. Turner
Mrs. Jack Stegall
Mrs. Reginald Van Vorst
Mrs. James A. McCune, Jr.
Miss Charles W. Gillies

The **PILOT CLUB OF ST. PETERSBURG**—is a civic club of business and professional women which was formed October 27, 1936. This organization supports a Junior College Scholarship, the ship "Hope," The Christmas Toy Shop, the Pilot House, and the Speech and Hearing Clinic.

The Club has grown from 15 charter members to 42 members at present. Past Presidents of the organization include:

Alice Smith	Marion Hinton
Martha Kennedy	Louise Wentworth
Charlotte Brown	Rosamond Tillinghast
Mary Garland	Kay Price
Mildred Papier	Opal Brubaker
Dorothy Evans	Barbara Wells
Viola Young	Doree Schuyler
Florence Slickter	Marion Lippman
Laura Yarbrough	Madeline Hadlock
Martha Stetson	Eva Jo Mayer
Gertrude Rutan	Olga Wilcox
Robina Tillinghast	Eleanor Faris
Mary Garland	Miss Frances Stephens
Helen Brown	Mrs. Edna Ward
Marion Lippman	Mrs. Rebecca Chenault
Miriam Timmons	Mrs. Mildred Scullen
Charlotte Mickelson	Mrs. Ethel Warner
Clara Alexander	

Current Officers are:

President.....	Mrs. Mary Lou Burton
First Vice Pres.....	Mrs. Eleanor Faris
Second Vice Pres.....	Mrs. Betty Kilgore
Recording Sec.....	Mrs. Helen Lyle

Corresponding Sec.Miss Dorothea Burdett
 Treasurer.....Mrs. Viola Ellis
 Directors.....Mrs. Ethel Warner
 Miss Frances Stephens, Mrs. Avis
 Johnson, Miss Marjorie Dunn and
 Miss Janet Whitlock

The original officers were: Alice Smith, President, Martha Kennedy, Vice President, Constance Rudd, 2nd Vice President, Ruth Leatherman, Secretary and Gertrude Rutan, Treasurer. The present officers are Miss Frances Stephens, President, Mrs. Edna Ward, 1st Vice President, Mrs. Marion Ross, 2nd Vice President, Mrs. Evelyn Schneider, Rec. Sec., Mrs. Alice Peterson, Corres. Secretary and Mrs. Ethel Warner, Treasurer.

The **ZONTA CLUB** — is a classified service Club for professional and executive Business women. It was organized in St. Petersburg May 1, 1940 with 21 charter members:

Mrs. Ruth W. Atkinson	Leonore (Gloekler) Bamond
Miss Mary Carr	Miss Ruth B. Carlington
Miss Flo Dillman	Mrs. Bess Doyle
Miss Nellie S. Davis	Mrs. Agnes Howe
Mrs. D. E. King	Mrs. Allena M. Jones
Mrs. Durine McCurdy	Miss Margaret B. Martin
Miss Ida Nancy Merrill	Mrs. C. E. Quinn
Mrs. J. M. Craige	Mrs. Constance P. Rudd
Mrs. Frances Sinclair	Miss Esther Tillinghast
Mrs. Anastasia Vance	Miss Frances West
Miss Betty Wyman	

The original Club officers were Mrs. C. E. Quinn, President and Miss Flo Dillman, Secretary.

Recent Presidents have been: Mrs. Edmond Thurston (1966-1967); Miss Ruth Martin (1967-1968); Mrs. Phyllis (Herbert) Powell (1968-1969); Mrs. Margaret (Ross) Carson (1969-1970).

Current Officers are: Mrs. Jennie (Frank) Widere, President; Mrs. Mary (Glenn) Bingham, Vice President; Mrs. Betsy (Harold) Kelly, Recording Secretary; Mrs. Juanita (Clarence) Ludwig, Corres. Secretary; Mrs. Barbara Devlin, Treasurer.

At present there are 40 members.

Another of the professional and executive business Woman's Clubs in St. Petersburg is the — **SOROPTIMIST CLUB OF ST. PETERSBURG**. This Club was organized March 26, 1945 with 18 charter members:

Martha T. Aikin	Lillian W. Ketchem
May Aton	Goodwin Mitchell
Alma G. Barber	Helen Rochester
Dorothy Brown	Mary Swan Patz
Edith M. Davis	Laura Way
Mary M. Faust	Marian Wedding
Geraldine Hanskat	Florence Weiser
Golda B. Hasson	Susan Wilhelm
Kathryn M. Holy	Mary Wilson

It was one of the local club's members, Edna Mae Jones, that designed the Soroptimist banner now used all over the United States and internationally.

The Club assists at Bay Pines Hospital and gives awards in Citizenship at schools in the area. Also the club as a group contributed to WEDU-TV.

Past Presidents of the organization include:

Edith M. Davis	Christine Moore
Florence H. Weiser	Muriel Kirk
Goodwin Mitchell	Lois Olson
Geraldine Hanskat	Emme Mills Fiedler
Mary Swan Patz	Esther Hubbell
Mildred Davidson	Martha MacCullough
Edna Mae Jones	Alice Brantley
Pauline Buhner	Margaret Champney
Irene Miller	Frances Healey
Frances Lovelace	Otilia Williams
Irma Andrews	

The present officers are Marjorie Reeves, President, Jessie Sonberg, Vice President, Frances Lovelace, Recording Secretary, Alma Maddock, Corres. Secretary and Edna Mae Jones, Treasurer.

One of the most interesting things about the **ALTRUSA CLUB OF ST. PETERSBURG** — is that the International Altrusa Club is one of the few organizations to keep a full time observer at the United Nations. One reason for this might be that they are very active giving grants in aid to Latin American and Asian Women wanting to come to the U. S. for their master degrees or their PH.D.

The Altrusa Club of St. Petersburg was formed in October 1954, with 31 charter members. The original officers were: Alice White, President, Rolla Southworth, Vice President, Kay White, Corres. Secretary and Alice Werly, Treasurer. Past Presidents of the organization include:

Alice White, 1954-1956, Rolla Southworth, 1956-1958, Elizabeth Persons, 1958-1959, Alice Werly, 1959-1960, Gertrude Summer, 1960-1961, Laura Tomson, 1961-1962, Alice White, 1962-1963, Erma Hallett, 1963-1964, Gladys McDivitt, 1964-1965, Jane Rosecrans, 1965-1967, Elizabeth Anderson, 1967-1969, Mary Frances Underwood, 1969-1970.

Current Officers are:

President.....	Mary Frances Underwood
Vice-President.....	Marriet Monroe
Corresponding Sec.....	Helen Pendleton
Recording Sec.....	Freida Clark
Treasurer.....	Louise Butters

At present the officers are Jane Rosecrans, President, Leila Davis, Vice President, Thelma Moberly, Corres. Secretary and Elizabeth Anderson, Treasurer.

General

The St. Petersburg — **BUSINESS & PROFESSIONAL WOMEN'S CLUB** was founded May 11, 1923 with 13 charter members, of which four are still living: Miss Wyman, Miss Lewis, Blanche Wheller and Ruth Deal, now Mrs. C. C. Fraser of Ocala. The original officers

were: Miss Mary B. Lewis, President, Miss Betty Wyman, Vice President, Miss Alice H. Warner, Secretary and Miss Sarah E. Cowan, Treasurer.

The group helps young women planning to enter business, sponsors foreign students, sends children to diabetic camp and recently has purchased a house near the campus of FSU for girls to live in while they are attending the college on scholarship.

Present officers are: Mrs. Nell A. Andrick, President, Miss India DeHart, 1st Vice President, Miss Catherine Fath, 2nd Vice President, Mrs. Cecelia Leschorn, Corres. Secretary, Miss Dorothy Fath, Rec. Secretary and Miss Helen Burleigh, Treasurer. One of the local Club's members, Helen Krauss Leslie, has recently completed a year as President of the national foundation. There are 92 members of this Club at present.

Miss Daisy Belle John — was the founder of the **BETA WOMAN'S CLUB**. On September 22, 1925, she and 15 other young ladies gathered at her house to discuss helping needy families and from this came the Beta Woman's Club.

In the past years this Club has helped such organizations as the Visiting Nurses Association, Federation Christmas Fund, Relief Fund of the Red Cross, the Salvation Army and the Crippled Children's Hospital.

Past Presidents of this organization include:

Margaret Peeler	Marian Speakman
Gladys Brooks King	Dot Reicheldeffer
Marie McDevitt Swager	Ruth Van Waggoner
Ethel Ingram	Lorraine Duggar
Anna Morris Pounds	Peggy Allen
Laveda Hodges	Eleanor Schmitt
Glee Burklew	Marguerite Beswick
Ellen Frazine	Kathryn McCormick
Anna Morris Pounds	Florida Badgley
Marian Wells	Marian Meister
Beulah Pellerin	Mrs. Robert McCormick
Louella Hood	Mrs. Stanley Jennings
June McLean	Mrs. Kenneth Wisdom
Thelma Fogarty	

The original officers were: Miss Daisy Belle John, Advisor, Margaret Peeler, President, Gladys Brooks, 1st Vice President, Dorothy Cook, 2nd Vice President, Emma Slack, 3rd Vice President, Joan Foxworthy, Secretary, Nellie May Miessen, Treasurer and Marie Proctor, Reporter.

The current officers are:

President.....	Mrs. Kenneth Wisdom
1st Vice President.....	Mrs. Henry Koenig
2nd Vice President.....	Mrs. Robert Fowler
3rd Vice President.....	Mrs. Charles Phillips
Recording Secretary.....	Mrs. Leslie Perry
Corr. Secretary.....	Mrs. Raymond Vermillion
Treasurer.....	Miss Betty Waterfield
Historian.....	Mrs. Campbell Allen
Parliamentarian.....	Mrs. Charles Beswick
Custodian.....	Mrs. Fred Bridenstein

Tourist and Retiree Clubs

Ranking as the undisputed capital of tourism in Florida, and in keeping with the friendly neighborly way St. Petersburg treats its guests, the City boasts a large number of tourist organizations. Over half of the states of the Union (26 to be exact) are represented (many are represented more than once, because of City Clubs) and also some foreign countries are represented.

These Clubs engage in social activities and promote fellowship among their ranks. A Tourist Club Bulletin Board has long been a fixture in Williams Park and one of these Clubs meets almost every day.

These Clubs in the early days, completely dominated all Civic and Social activities in the City. They had their heyday in John Lodwick's time who made them a phenomenal vehicle to entice new winter visitors to the City.

A list of the 48 Tourist Clubs in St. Petersburg follows.

Akron, Ohio
Alabama Society
All State Grange
Battle Creek Michigan Club
Buffalo New York Club
Canadian Society of St. Petersburg
Carnegie Pennsylvania Society
Connecticut Society
Corning New York Society
D. C., Del, Mar, Va. Society
Emmett County Michigan
Ferndale, Michigan
Hamilton, Ohio
Hawaiian (50th State) Society
Homestead, Pennsylvania District Community Club
Illinois State Society, Inc.
Indiana State Society
Iowa State
Jefferson County, New York
Kentucky State Society
Lakewood Ohio Group
Maine Tourist Society
Marion County Ohio Club
Massachusetts State Society
Michigan State Society
Minnesota State Society
Missouri State Society
New Hampshire Tourist Society
New Jersey State Society
New York State Society
Niagara Falls Club
North and South Carolina
Ohio State Society
Oneida County Club of New York State
Panama Canal Society of Florida
Pennsylvania Society Inc.
Greater Pittsburgh
Presidents Union
Rhode Island Society

Rochester New York and Vicinity
 Schenectady St. Petersburg Club
 Staten Island Club
 Steubenville, Ohio and Vicinity
 Syracuse and Vicinity Club
 Vermont Society
 West Virginia Society
 Wisconsin State Society
 Youngstown, Ohio

Retired

St. Petersburg, being one of the leading retirement centers in the nation, it has a good share of retired persons' organizations. The St. Petersburg Chamber of Commerce has over 48 retired Clubs on file. The Clubs provide fellowship and activities for their members and a place to be with the kind of people whose company they have always enjoyed. A list of the Retired Clubs in St. Petersburg follows:

American Association of Retired Persons
 Armour Retired Employees
 Army and Navy Officers Retired
 Chicago Transit Authority Club
 Civic Club (retired)
 Coast Guard Association (retired)
 Dupont Employees, Retired of Florida
 Eastman-Kodak Retirees
 Edison - Boston Group
 Edison, Commonwealth of Chicago Annuitants Club
 Con Edison Society in Florida of N. Y. Inc.
 Electrical Workers, retired (CIO-AFL)
 General Electric Retired Employees Association
 General Motors Retirees
 Goodyear Retirees (Wingfoot Club)
 Gulf Oil Retirees
 Illinois Bell Telephone Pensioners Club
 International Association of Retired Policemen, Fireman and Civil Service Employees
 Metropolitan Social Club
 National Association Retired Civil Employees, St. Pete. Chapter 17.
 National Association of Retired Civil Employees, Chapter 845.
 Naval Enlisted Reserve Association
 Norton Company Retirees
 Portsmouth N. Y. Naval Shipyards Retirees
 Printers Chapel Corp. - Old Time Printers Club
 Illinois Central Railroad Club
 New Jersey, Central, Philadelphia, Reading, Baltimore & Ohio Railroad Lines
 New York Central Retirees
 Pennsylvania Railroad Retired Employees
 Suncoast Long Island R. R. Association
 National Association of Retired Veteran Railway Employees
 Senior Citizens Club
 Senior Citizens Committee
 Senior Citizens Club of Pinellas Park

South Pinellas Senior Citizens Club
 Suncoast Council of Senior Citizens
 Sunoco Sunshine Club
 Swift & Company, Retired Employees Association
 All State Teachers Association
 Illinois Bell Telephone Pensioners Club
 Telephone Pioneers of America (Three Clubs, West Club, Central Club and Eastern Club)
 Three-Quarter Century Club
 Train Dispatchers Retired
 Western Electric Pensioners Club
 Western Union Retired Employees Association
 Westinghouse Retired Employees Association
 Retired North American Police Officers Association
 YMCA Secretaries, Retired

Men's Luncheon Clubs

Albert J. Geiger Jr. is at present the President of the **ROTARY CLUB OF ST. PETERSBURG.**

This Club was founded January 2, 1920 with 25 charter members. William L. Straub was the first President and other charter officers were: A. F. Thomasson, Vice President and L. A. Whitney, Secretary-Treasurer. This Club has from the beginning fostered service in all walks of life with special emphasis on community service.

Past Presidents of this organization include:

W. L. Straub	Robert W. Cohoe
A. F. Thomasson	A. R. Spaulding
C. C. Carr	Edwin L. March
Herman A. Dann	Frank M. Rhodes
Wm. M. Davis	Withers R. Lee
Robt. R. Walden	Hugh B. McIntyre
Bayard S. Cook	Frank M. Widere
B. A. Lawrence	Russell W. Bevan
Lee C. Shepard	L. Chauncey Brown
John M. Graham	Elbert H. Matthews
Wm. L. Watson	John M. Sexton
Thos. D. Orr	Everett Sumner
James D. Bourne	George C. Burkhart
Paul B. Barnes	George W. Wylie
Horace H. Doty	Chauncey W. McIntyre
R. I. Matthews	Clyde O. Anderson
Frank B. Duryea	Otto Krauss, Jr.
Wilmer C. Parker	Fred R. Wiggins, Jr.
T. Carlton Ervin	Philip W. Baird
Mortimer J. Soule	H. C. Anderson
W. W. McEachern	Alfred L. Schelm
Oscar W. Gilbert	William E. Pearson
John S. Rhodes	John D. Harris, Jr.
George D. Morrison	Geoffrey C. Moshier
Albert J. Geiger	

Current Officers are:

Albert J. Geiger, Jr.	President
Geoffrey C. Moshier	Vice President
William E. Pearson	Secretary
Harold P. Bennett	Treasurer

It was the ill-fated Bob C. Smalley that was the first President of the **CIVITAN CLUB OF ST. PETERSBURG** — after it was started April 12, 1921. There were thirty-six charter members. Since that time the Club has grown to eighty members at present, and throughout the years has been one of St. Petersburg's finest Clubs.

From their first project when they built the fountain at 28th Avenue and 1st Street North (which still stands), to the present day, the Civitan Club has been actively helping St. Petersburg. In the thirties, they sponsored the Sunbeam and Shadow hour which was a program which made possible exchanges of items between residents of the city. Each year the Club sponsors an annual food drive and also a youth camp. Also they assist the mentally retarded, sponsor a scholarship loan and also sponsor a high school essay contest.

The past Presidents of the Club include:

Bob C. Smalley	(1921-22)
S. M. McIntosh	(1922-23)
E. H. Dunn	(1923-24)
D. S. Pooser	(1924-25)
Earl Wakeman	(1925-26)
Morris A. Spooner	(1926-27)
J. A. Springer	(1927-28)
R. G. Blanc	(1928-29)
Ian C. Boyer	(1929-30)
U. C. Barrett	(1930-31)
Dr. Leroy Wylie	(1931-32)
J. E. Preston	(1932-33)
Vernon G. Agee	(1933-34)
W. S. Lowry	(1934-35)
Everett Sumner	(1935-36)
Lawrence W. Baynard, Sr.	(1936-37)
Adrian C. Fidler	(1937-38)
Chas. A. Robinson, Sr.	(1938-39)
Joe W. Davis	(1939-40)
Harold E. Ragsdale	(1940-41)
Ray D. Peterson	(1941-42)
E. A. Davies	(1942-43)
Dave Speight	(1943-44)
B. J. Nothrup	(1944-45)
Jason Hailey	(1945-46)
Thomas T. Dunn	(1946-47)
Leon W. Noel	(1947-48)
Louis H. Jerger	(1948-49)
Lorin B. Smith	(1949-50)
Chas. R. Anderson	(1950-51)
John M. Hood	(1951-52)
Wm. A. Emerson	(1952-53)
Robert M. Mitchell	(1953-54)
Edwin A. Roberts	(1954-55)
Armand H. Bonnette	(1955-56)
Samuel W. Harris	(1956-57)
Clarence G. Robinson	(1957-58)
Joseph W. Bradham, Jr.	(1958-59)
Reuben L. Wells	(1959-60)
Russell L. Carr	(1960-61)
Harry N. Davis	(1961-62)
Robert J. Seybold	(1962-63)

Walter H. Williams	(1963-64)
Eric A. Whitted	(1964-65)
A. W. Shephard	(1965-66)

Past Presidents are:

Charles A. Robinson, Jr.	1966-1967
John H. Clare	1967-1968
John H. Bridge	1968-1969
Robert A. Buenzli	1969-1970
James H. Kickliter	1970-1971
Deceased 9/70.	

Current Officers are:

President	Robert C. Elston
President-Elect	Gary T. Mitchell
First Vice Pres.	Chalmers C. Coe
Second Vice Pres.	Carl K. Lambrecht
Secretary	Glenn L. Velboom, Jr.
Treasurer	W. Kenneth Williams
Sergeant-at-Arms	Kenneth L. Ward
Chaplain	Hal D. Ramsay

The **KIWANIS CLUB OF ST. PETERSBURG** — was founded March 13, 1922. The first President was Kerrison Juniper. At present the officers of this Club are R. Nathaniel Futch, President, Wm. E. Allison, Vice President, Maurice Foisey, Vice President, Walter B. Fries, Vice President and Charles W. Vance, Secretary-Treasurer.

Recent past Presidents of the organization are:

Dean C. Houk	Ogden Moe
James E. Hendry	Glenn Coryell
Dr. Harry R. Cushman	Robert M. Adcock
Harry A. Deyo	Jerome A. Zee
Phillip C. Parham	E. Ames Green
Harry F. Robbins	Lawrence J. Hennessy
William H. Carey	Richard C. Johnson
Charles J. Kaniss	Douglas O. McBriarty

THE KIWANIS CLUB of Midtown was formed June 9, 1965. Presidents have been: John W. Harris, Jr. 1965, J. Clair Lanning 1966, Richard J. DeChant 1967, Lon E. Cooper 1968, Jacob Vonk 1969, Jack F. Tourtelot 1969, Ralph W. Eward 1970.

Present Officers are:

Ralph W. Eward	President
Norman P. Proulx	Vice President
James O. Moberley	Treasurer
Robert H. Fish	President-elect
Mitchell A. Salvant, Jr.	Vice President
Stephen L. Van Norden	Secretary

On September 1, 1924 the **OPTIMIST CLUB OF ST. PETERSBURG** — was founded with 45 members. James Booth was the first President and he has been the guiding light of the organization since that time.

Recent Presidents have been:

1966-67	William C. Lohe
1967-68	Burton DeChant
1968-69	Burton Swan
1969-70	Joseph Conaway

The present officers are:

Joseph A. Beiro	President
Jack Fulmer	First Vice President
Ralph E. Martin	Second Vice President
Robert N. Smith	Secretary
John B. Harvey	Treasurer
Russell C. Appel	Sergeant-At-Arms
L. J. Anderson	Chaplain

To take one project and develop it to its utmost has been a key point in the service record of the **ST. PETERSBURG LIONS CLUB**. As everyone knows, this organization concentrates its service on blindness, its prevention and help to those already blind. The success of their projects, not only in the field of blindness, but also in other community services such as Welfare projects, civic and community projects, is readily obvious to citizens of St. Petersburg.

The Club was organized February 6, 1925 with 17 charter members. The first officers were W. F. Herrick, Jr., President, P. K. Smith, Tail Twister, Richard Shafto, Lion Tamer, George Painter, Secretary-Treasurer and Burwell Neal of the Board of Directors. Past Presidents of the organization are:

Wilbur Herrick	Joy Adams
Dick Morgan	Al Treat
Allen C. Grazier	Paul V. Reese
J. A. Strickland	Frank C. Comegys
Raney Martin	Carlos Shepard
Raleigh Greene	Robert C. Bedford
E. M. Berryman	Harlan Gregory
Burwell Neal	Ralph W. Haskell, Jr.
P. K. Smith	Albert W. Ross
Sunshine Brant	Oral D. Cloakey
R. J. O'Brien	Paul Hood
Mac Kyle	Ralph Price
Dale Beatty	Claude Whittle
W. J. Grant, Sr.	John F. Wilkinson
A. H. Holloway	Charles A. Sweet
Harry Keesler	Dr. Richard E. Martin
Ralph Eubanks	Peter J. Blank
George Keener	Thomas B. Reed, Jr.
Lex Herron	Leo M. Nagle
Nesbitt Irvine	William E. Haden
Hal Goodwin	Charles E. Van Middlesworth
Norman Morrison	Kenneth N. Horton

At present the Club is led by President Ralph D. Clappett. His fellow officers are: William J. Buettner, Jr., First Vice President, John T. Allen, Jr. Second Vice President, A. Cort Blalock, Third Vice President, Earl R. Heath, Secretary, Robert M. Beckwith, Treasurer, John F. Keglovich, Lion Tamer, John Henry Ewin, Tail Twister, Kenneth N. Horton, Immediate Past President.

Begun in 1931 with 33 charter members, the **ST. PETERSBURG EXCHANGE CLUB** — has now grown to a membership of over a hundred. Actually the Club

got its start with a clothing drive for needy children, and became chartered nationally in 1934.

At present the officers are James T. Young, President, Dr. Peter E. Dawson, First Vice President, W. Joseph Reynolds, 2nd Vice President and Donald V. Potter, Secretary-Treasurer.

Recent past Presidents of this organization are:

Geo. H. Crill	Edwin C. Carlson
Joe E. Burke, Jr.	Amory S. Coffin
Keith L. Meyer	Richard F. Logan
Edward A. Turville	Harold Mullendore
William F. Cobler	Dr. Bernard C. Kehler
Ernest S. Kilgore	George A. Pearson, Jr.
William K. Masters	Jack Puryear
William E. Culbreath, Jr.	

About 300 St. Petersburg men between the ages of 21 and 35 now belong to the **ST. PETERSBURG JAYCEES**. Charles R. Wintz is the current President and his fellow officers include: William E. Warner, Internal Vice President, Roger H. Wilson, External Vice President, Lloyd E. Williams, Jr., Secretary and Wayne N. Fraser, Treasurer.

This Club, which was started February 2, 1933, supports many activities in the St. Petersburg area including the Soap Box Derby, Miss St. Petersburg Pageant, the Tarpon Roundup, Mutt Derby, the Community Service Building and the Teenage Driving Road-e-o.

Many of St. Petersburg's finest citizens have served as President of this organization. The list of the past Presidents is as follows:

J. Shirley Gracy	Milton S. Reese
W. W. McEachern	Paul H. Roney
L. L. McMasters	William F. Barth
John M. Phillips	William F. Sheeley, Jr.
Ralph G. Cooksey	James W. Parkhill
Perry R. Marsh	George F. Gramling, Sr.
Douglas I. Davis	John I. Crandall
Dr. Joy Adams	Judge Silas E. Daniel, Jr.
Claude H. Melton	James N. Cox
Bayard S. Cook, Jr.	John D. Carr
William S. Queen	N. Merrill Moore
Otis C. Southern	Daniel Crawford
A. B. Treat	F. Gene Roby
Harry W. McCormick	Maurice L. Foisy
Warren W. Schlemmer	Armand H. Bonnette
Fred M. Freshwater	S. Norman Corey
Henry T. Baynard	Merle W. Wadsworth

Al E. Fellner was the first President of the **HOLIDAY ISLES CIVITAN CLUB** — an organization started November 17, 1952. Mr. Fellner has been succeeded as President by:

Clair Siefferman	(1954-55)
H. L. Dowling	(1955-56)
George E. Noel	(1956-57)
Philip J. Cobb	(1957-58)
George E. Lewis, Jr.	(1958-59)

Richard A. Morgan	(1960-)
E. E. Hough	(1960-61)
Brad D. Spangler	(1961-62)
Robert E. Luse	(1962-63)
Richard G. Slezak	(1963-64)
Theodore F. Loeb	(1964)
George W. Smith	(1964-65)
Charles L. Wasson	(1965-66)
Lee Boyette	(1967-68)
Ted Stambaugh	(1968-69)
Joe Rountree	(1969-70)

In general the Club concentrates its efforts on the youth of the area. They sponsor a Civitan and Civinettes Clubs at Boca Ciega High School. They also provide scholarships for qualified Holiday Isles college students and have also given assistance to the Peter Pan School.

The present Officers are: President, Frank G. Jones, Vice President Don Cobb, Secretary Earl W. Welde, Treasurer George Lewis, Directors, George W. Smith, John Seps, James B. Risher, John M. Aquilino, Louis F. Valsek.

The **ROTARY CLUB OF WEST ST. PETERSBURG** was founded December of 1954 with 24 charter members as the Gulfport Rotary Club. The name was changed to the West St. Petersburg Rotary Club in 1958. The original officers were William Belgie, President, Al Craig, Vice President, Harold Archibald, Secretary, Roy Phippen, Treasurer and Barney Sullivan, Sgt. At Arms.

This organization gives special emphasis to aiding students, awarding annually a number of scholarships to S. P. J. C. Also they contribute 100 percent of their obligation to the Rotary Foundation. At present there are 36 members.

The **ST. PETERSBURG EVENING SERTOMA CLUB** — was founded with 10 charter members in December of 1955. Presently the organization has 38 members. The theme of the Club is "Service to Mankind."

The original officers were Allen Huber, President, Eugene Bauerlein, Secretary, Peter Boris, Vice President, Randall Watts, Vice President, James Van Middlesworth, Vice President and Paul Phillippi, Treasurer. The present officers are Peter Boris, President, Floyd Fuller, Secretary, James Van Middlesworth, Vice President, Walter Patterson, Vice President, Donald Bogue, Vice President and George L. Patterson, Treasurer. The charter members of this organization are (an asterisk after the name indicates that the person is a past President).

Thomas Brew*	Thomas McKenzie*
Richard Carroll*	George Patterson*
Earl Davis	James Rowland
Lewis Fraser	Edward Sambriski
Orville Kemp*	Edward Wtulich*

The **EXCHANGE CLUB OF WEST ST. PETERSBURG** was founded February 21, 1958 with 122 charter members. The original officers were William F.

Davenport, Jr., President, Dr. Jay Benefield, Vice President, Robert J. Millott, Secretary and James Kennedy, Treasurer. The present officers are Robert P. Iler, Jr., President, Samuel B. Brahm, 1st Vice President, James E. Kennedy, 2nd Vice President and Joptha H. Bush, Secretary-Treasurer.

This Club is very active in civic projects throughout the city including helping the Glee Club of Boca Ciega High School and also the Science Center.

Recent Presidents are: Robert Iler 1966-67, Samuel Brahm 1967-68, James Kennedy 1968-69, Jerry Moore 1969-70.

Present Officers (1970-1971) are: President Clarence McKee, Jr., First Vice President Fred Wilmarth, Second Vice President Thomas Tucker, Secretary-Treasurer Robert H. Rehbach.

With the increase in population in the northwestern section of St. Petersburg the need was felt for another Lions Club and so in January, 1959, the **NORTHWEST LIONS CLUB OF ST. PETERSBURG** was founded. Of the original thirty charter members, five are still active in the Club, they are Mark Stevens, Brent Fowler, Leo Fiyalko, Ben Dowell and William C. Kilgore.

The main project of this Club is sight conservation, a goal towards which they have been very successful. The Lions Clubs throughout the states have worked to establish the Florida Eye Bank and have encouraged citizens to will their eyes to it. Also they sponsor the St. Petersburg Blind Center, an organization supported exclusively by Lions Clubs. In concentrating on this one cause the Lions Clubs have been able to effect a great deal of success in their projects. The present membership is forty.

Past Presidents have been: Thomas Labruto 1966-67, Col. Lyman Bedwell 1967-68, Claude Robertson 1968-69, Harold Hickson 1969-70.

Present Officers are:

Dr. Robert Webb.....	President
Raymond Withers.....	1st Vice President
Elbert Dugan.....	2nd Vice President
John Day.....	3rd Vice President

The **KIWANIS CLUB OF SUNSHINE CITY, INC., St. Petersburg** — was founded June 8, 1959 with 64 charter members. The original officers were: George E. Jarrach, President, Emerson Day, Vice President, Norney P. Cox, Vice President, A. T. Smith, Vice President, Charles C. Sutton, Secretary and Frank L. Olson, Treasurer.

This group, whose membership now totals 88 provides assistance to mentally retarded children, to the St. Petersburg Science Center, to the Little League Baseball program, and also participates in city beautification projects.

The past Presidents of this organization are: George E. Jarrach (1959-60), Emerson Day (1961), Stephen L. Van Norden (1962), Timothy F. Robinson (1963), George E. Tornwell, Jr. (1964), and Dr. James G. Mix-

son (1965). The present officers are: Robert G. Vest, President, Ralph W. Trimble, President-elect, R. Frank Garner, Jr., Vice President, Allen R. Samuels, Vice President, Kenneth E. French, Secretary and Robert J. Hallowell, Treasurer.

The **BAYSIDE CIVITAN CLUB** — was started by the Civitan Club of St. Petersburg because a need was felt for a more convenient Club for these people living in the West and Northwest sections of town. The Club was founded June 25, 1959 with 30 charter members.

This Club participates in many community projects including Little League, the Salvation Army and the Peter Pan School. Also this Club organized Jr. Civitan Club and Jr. Civettes Club at Dixie Hollins High School.

The present officers are George L. Paterson, President, Dr. Paul Brady, President-elect, Wm. J. Hussar, Treasurer, Wally B. Litchfield, Secretary, Geo. Dickson, Sgt.-at-Arms, and Walter Lineberry, Chaplain. Past Presidents have included:

Jack Hardy	George L. Meares, Jr.
William O. Bozeman, Jr.	Byron F. Patton
James G. Barnes	Paul Rodriguez
Charles R. Beaver	Allan S. Williams

James V. Davis, presently presides over the **HOLIDAY ISLES JAYCEES** as its President. His fellow officers include James Cauthorn, Internal Vice President, J. J. Shallberg, External Vice President, Dean Williams, Secretary, William Hall, Treasurer and Clarence Franklin, Austin Igleheart and Joseph Foster, Directors. Mr. Davis was preceded as President by Alan R. Williams, John Reynolds, Frank Fallon, Charles Clymer and Tommy Waugh.

This Club sponsors three of the most popular events on the Suncoast every year. They are their annual Christmas Dinner and Party for underprivileged children, their annual walkathon, and the Fourth of July Annual Boat Ride and Fire Works.

The Club was founded in October of 1961 with the following original officers: Alan R. Williams, President, John S. Reynolds, Internal Vice President, Robert P. Williamson, External Vice President, William R. Robertson, Secretary and Kenneth C. LeDuc, Treasurer. At that time Paul D. Amann, Donald D. Bartholomew and Grover C. Criswell, Jr. were the Directors.

The **BREAKFAST SERTOMA CLUB** — was founded November 25, 1961 with 41 charter members. As part of the Sertoma organization they have as their motto "Service to Mankind." In addition they co-sponsor the Speech and Hearing Clinic of Greater St. Petersburg.

The original officers were James M. Pegram, President, William R. Burrows, Vice President, William H. Dean, Vice President, James P. Galloway, Vice President, Robert D. Wallack, Secretary and Don A. Rece, Treasurer. At present there are 31 members in the Club.

One of the difficulties with so many luncheon Clubs is trying to get all of the members together in spite of busy business schedules. Because of this, on the morning of April 28, 1965 — 15 Kiwanians met for a breakfast meeting. On June 7, 1965 the chartering petition was signed and on July 30, 1965, the Club received its charter.

This Club, although still very young, is concentrating most of its work on the youth of Pinellas County. The original officers were: John W. Harris, Charter President, J. Clair Lanning, President-elect, Richard J. DeChant, Vice President, Howard S. Jones, Vice President, Stephen L. Van Norden, Charter Secretary and Ralph W. Ewart, Charter Treasurer, the present officers are John W. Harris, Jr., Immediate Past President, J. Clair Lanning, President, Richard DeChant, President-elect, Walter J. Loick, Vice President, Dr. Robert C. Tilka, Vice President, Stephen L. Van Norden, Secretary and Ralph L. Elwart, Treasurer. At present the Club has 46 members.

One of the newest Civic Clubs in St. Petersburg was born March 15, 1966, when 33 men became charter members of the **EXCHANGE CLUB OF BOCA CIEGA**. Plans for this Club are still quite tentative but outstanding among the plans is a scholarship fund. This Club is sponsored by the St. Petersburg Exchange Club.

The charter officers are the present ones: Joe E. Burke, President, Albert W. King, Vice President, C. L. Schall, Secretary and Charles R. Witnz, Treasurer.

Womans Auxiliary Luncheon Clubs

On January 11, 1928 a Club for women of Kiwanians was established as the **SINAWIK CLUB OF ST. PETERSBURG**. (Sinawik is Kiwanis backwards). It is a social and civic Club and presently has 95 members.

Mrs. Jack Tourtelot is currently the President. She was preceded by:

Mrs. Paul Conant (1928)
Mrs. Gilbert Bush (1929)
Mrs. Robert McCutcheon, Jr. (1930)
Mrs. J. B. Starkey (1931)
Mrs. Charles Erwin (1932)
Mrs. A. G. Macauley (1933)
Mrs. J. E. Saltz (1934)
Mrs. J. F. Byers (1935)
Mrs. E. S. Lanning (1936)
Mrs. J. Nelson Banks (1937)
Mrs. Paul Morris (1938)
Mrs. E. C. Reed (1939)
Mrs. John W. Davis (1940)
Mrs. G. C. Stewart (1941)
Mrs. E. D. Humphries (1942)
Mrs. N. W. Parker (1943)
Mrs. Stanley Shaver (1944)
Mrs. E. W. Kreutz (1945)
Mrs. James L. Jarvis (1946)
Mrs. James A. Stinson (1947)
Mrs. Mercer Brown (1948)

Mrs. Ronald Edwards (1949)
 Mrs. E. L. Barth (1950)
 Mrs. G. C. Hudson (1951)
 Mrs. G. Frank Johnson (1952)
 Mrs. Everett L. Roberts (1953)
 Mrs. Harold W. Reeves (1954)
 Mrs. Henry Scramlin (1955)
 Mrs. George B. Chapman (1956)
 Mrs. Joseph A. Griffith (1957)
 Mrs. James P. Schwartz (1958)
 Mrs. Joseph F. Yauch (1959)
 Mrs. Richard C. Johnson (1960)
 Mrs. Edward R. Lapp (1961)
 Mrs. Harold M. Canning (1962)
 Mrs. Walter B. Fries (1963)
 Mrs. J. J. Wilson (1964)
 Mrs. Richard L. Sample (1965)
 Mrs. Richard L. Sample (1966)
 Mrs. Jay G. Loader (1967)
 Mrs. Don Jones (1968)
 Mrs. Edmund Thurston (1969)
 Mrs. Jack Tourtelot (1970)

Mrs. Tourtelot's fellow officers are: Mrs. Jack Walters, 1st Vice President, Mrs. James Shivers, 2nd Vice President, Mrs. Ames Green, Secretary, Mrs. J. Warriner Smith, Jr., Corres. Secretary and Mrs. Neil Muzzy, Treasurer.

Each year since S. P. J. C. was opened, the **WOMEN OF ROTARY** have offered some worthy student or students a scholarship to continue their education there. Also the Club helps the youths of our city that attend high school by sponsoring Rojan Clubs for girls at SPSHS, Northeast, Dixie Hollins, Boca Ciega and Seminole High Schools. These Clubs serve both their schools and the community.

Although many of the projects help youth, the Club itself is not young. It was founded February 28, 1928 with 28 charter members. The original President was Jane Cook and Sara Walden was the Secretary, years later in 1966, Dorothy Thompson is the President and her fellow officers are Claire Dawson, Vice President, Jean Byrnes, Recording Secretary, Dorothy Anderson, Corresponding Secretary and Peggy Harris, Treasurer. Past Presidents of this organization which now numbers 150 members are:

Jane Cook (1928-29)
 Ethel Turner (1929-30)
 Sara Walden (1930-31)
 Marion Carr (1931-32)
 Marguerite Harris (1932-33)
 Mamie Turner (1933-34)
 Lillian Bourne (1934-35)
 Jane Cook (1935-36)
 Anastasia Vance (1936-37)
 Nelle Cunningham (1937-38)
 Ruth Griffith (1938-39)
 Eelje Ridgely (1939-40)
 Celeste Brown (1940-41)
 Ruth Clarson (1941-42)

Rozella Smith (1942-43)
 Virginia Knipe (1943-44)
 Edythe Lunsford (1944-45)
 Naomi Watters (1945-46)
 Irene Matthews (1946-47)
 Jane Rhodes (1947-48)
 Jeanette Spaulding (1948-49)
 Gladys Morrison (1949-50)
 Millie Moyer (1950-51)
 Ethel Cohoe (1951-52)
 Ida Foy Burkhardt (1952-53)
 Mary Stead (1953-54)
 Gene Bevan (1954-55)
 Dot Clarson (1955-56)
 Dot Truscott (1956-57)
 Judy Underwood (1957-58)
 Muriel Kirk (1958-59)
 Dorothea Tanner (1959-60)
 Dorothy Sumner (1960-61)
 Lee Anne Seminario (1961-62)
 Thelma Douglass (1962-63)
 Oletha Pittman (1963-64)
 Audrey Shawn (1964-65)
 Claire Dawson (1965-66)

One of the earliest auxiliaries formed in St. Petersburg was formed July, 1928, when the **ST. PETERSBURG LIONS AUXILIARY** was started. Originally the Club had nine charter members, they were:

Mrs. J. E. Walker	Mrs. T. F. Hobson
Mrs. E. B. Brant	Mrs. William Carmack
Mrs. R. W. Greene	Mrs. Harry Keesler

Mrs. J. E. Webb
 Mrs. Allan Grazier
 Mrs. T. W. Latta

This Club follows the activities of its main Club in that it supports sight conservation, prevention of Blindness, help for those already blind and it supports the Blind Center.

Recent Past Presidents were:

1966-1967 — Mrs. Paul (Mabel) Hood
 1967-1968 — Mrs. Robert (Dot) Sauers
 1968-1969 — Mrs. Clarence (Miriam) Miller
 1970-1971 — Mrs. Cort (Mary Lou) Blalock

Other present officers of the organization are: Mrs. Joyce Allen, Vice President, Mrs. Edna Nagle, Treasurer, Mrs. Sally Ziven, Recording Secretary, Mrs. Judy Culverson, Corresponding Secretary and Mrs. Jean Casey, Historian.

The present membership of 75 members has been led in the past by 38 Presidents:

Mrs. J. E. Walker (1928)
 Mrs. R. W. Greene (1929)
 Mrs. E. M. Berryman (1930)
 Mrs. C. O. Ritch (1931)
 Mrs. F. N. Langley (1932)
 Mrs. J. N. Robbins (1933)
 Mrs. K. Romagosa (1934)
 Mrs. W. J. Grant (1935)

Mrs. W. J. Grant (1936)
 Mrs. J. D. Stoner (1937)
 Mrs. J. D. Stoner (1938)
 Mrs. Grey Egerton (1939)
 Mrs. Don Frankes (1940)
 Mrs. W. J. Meacham (1941)
 Mrs. Paul Garrison (1942)
 Mrs. George H. Whiting (1943)
 Mrs. E. B. Brant (1944)
 Mrs. Joy Adams (1945)
 Mrs. H. P. Wiggins (1946)
 Mrs. P. K. Boardman (1947)
 Mrs. A. E. Pellerin (1948)
 Mrs. C. E. Shepard (1949)
 Mrs. O. D. Cloakey (1950)
 Mrs. C. W. Brestle (1951)
 Mrs. R. Kent (1952)
 Mrs. R. E. Martin (1953)
 Mrs. Phil Barnes (1954)
 Mrs. Ralph Haskell (1955)
 Mrs. Ralph Haskell (1956)
 Mrs. G. L. Martin (1957)
 Mrs. G. L. Robinson (1958)
 Mrs. R. D. Clampitt (1959)
 Mrs. C. J. Stephensa (1960)
 Mrs. Clair Owen (1961)
 Mrs. M. Dean Bright (1962)
 Mrs. Chas. A. Sweet (1963)
 Mrs. Edward Brantley (1964)
 Mrs. Paul M. Hood (1965)
 Mrs. A. C. Anderson (1966)

The **LADIES OF CIVITAN** was founded in 1928, seven years after the Civitan Club of St. Petersburg was formed. This group is the official auxiliary of the Civitan Club and as such they aid in the projects of the Club. There are at present 45 members.

Past Presidents of this organization include:

Mrs. Stephen R. McIntosh	Mrs. R. E. Tomlin
Mrs. John Stringer	Mrs. John Hood
Mrs. John B. Girardeau	Mrs. C. G. Robinson
Mrs. C. C. Brinson	Mrs. R. D. Peterson
Mrs. H. D. Wallin	Mrs. E. Roy Baldinger
Mrs. R. D. Price	Mrs. Mark Wheeler
Mrs. W. S. Lowry	Mrs. Joseph Bradham
Mrs. Vernon Agee	Mrs. Robert Buenzli
Mrs. Joe Davis	Mrs. Harry N. Davis
Mrs. Wm. E. Davis	Mrs. Gary Mitchell
Mrs. Calvin Van Campen	Mrs. Cedric E. Ringer
Mrs. Ian Boyer	Mrs. R. Hugh Hall
Mrs. W. E. Cunningham	Mrs. Russell Carr
Mrs. Basil F. Martin	Mrs. J. T. Marks
Mrs. Ben Northrup	Mrs. J. C. Pressly, Jr.
Mrs. E. A. Davies	Mrs. Kenneth Lam
Mrs. W. L. Bryan	Mrs. Jack F. Tourtelot
Mrs. Stephen R. McIntosh	Mrs. Payton Adams
Mrs. Chester Jack	Mrs. James W. Hauk
Mrs. Leon W. Noel	

Organized as the first **OPTI-MRS. CLUB** in Florida — the Opti-Mrs. Club of St. Petersburg was founded in 1928. To aid the Optimist Club in its activities, in

addition to their own projects which include a scholarship in nursing to SPJC girls and testing the hearing of over 16,000 school children in Pinellas County schools since 1952.

Past Presidents of the Club have been:

Mrs. James Booth	Mrs. James Appley
Mrs. F. R. Anderson	Mrs. George Knieriem
Mrs. H. C. Bumpous	Mrs. Robert Thomas
Mrs. Lawton Swan, Sr.	Mrs. S. H. Ruppenthal
Mrs. Willard Black	Mrs. J. Robert Moore
Mrs. A. C. Krayner	Mrs. Philip L. Gwynn
Mrs. F. P. Meyer	Mrs. Harry Meyer
Mrs. Charles Fisher	Mrs. John Nickels
Mrs. E. H. Kaniss	Mrs. L. J. Anderson
Mrs. E. G. Peters	Mrs. Arthur Cheney
Mrs. A. E. Heibner	Mrs. Abner DeChant
Mrs. Emmett Hood	Mrs. Burton Swan
Mrs. A. D. Glascock	Mrs. R. Lee Williams
Mrs. R. D. Cummins	Mrs. John B. Harvey
Mrs. Roy L. Starkey	Mrs. Burton DeChant
Mrs. C. W. Ailstock	Mrs. L. J. Anderson
Mrs. Bart E. Bryan	Mrs. Julian Webber
Mrs. C. R. Long	Mrs. William Lohe
Mrs. Harley Neet	Mrs. Arthur J. Collins
Mrs. Harry Holt	Mrs. Arthur J. Collins
Mrs. B. F. Jacobs	Mrs. Martin A. Loos

The present officers include: Mrs. Martin A. Loos, President, Mrs. Robert R. Buss 1st Vice President, Mrs. Dennis Snell 2nd Vice President, Mrs. Everett Lingelbach Secretary, Mrs. Roman Moglia Treasurer, Mrs. Arthur J. Collins Historian.

Believed to be the oldest Exchangette Club in continual operation the **EXCHANGETTES OF ST. PETERSBURG** have been a Club since October 20, 1931. They were organized with 15 charter members.

This organization sponsors welfare projects and in general aids and assists its male counterpart Club. They contribute to the United Fund and the Christmas Toy Shop.

In the past the organization has been led by 34 able Presidents. The past Presidents are:

Mrs. Wm. L. Carmack (1931-32)
 Mrs. A. Burdette White (1933)
 Mrs. Wm. M. Davis (1934)
 Mrs. Geo. W. Selby (1935-36)
 Mrs. Owen L. Iler (1937)
 Mrs. Lincoln C. Bogue (1938)
 Mrs. C. O. Lowe (1939)
 Mrs. Jas. M. Smith (1940)
 Mrs. Arthur D. Miller, Jr. (1941)
 Mrs. Russell Stewart (1942)
 Mrs. Douglas B. Dawson (1943)
 Mrs. John E. Metzger (1944)
 Mrs. Edw. C. Etchison (1945)
 Mrs. Morrison Pearce (1946)
 Mrs. Wm. S. Queen (1947)
 Mrs. Harold B. Willis (1948)
 Mrs. Albert E. Bush (1949)

Mrs. Thos. H. James (1950)
 Mrs. Marion Sumner (1951)
 Mrs. Delmar Webb (1952)
 Mrs. Keith L. Meyer (1953)
 Mrs. Wm. F. Cobler (1954)
 Mrs. Ernest S. Kilgore (1955)
 Mrs. Geo. A. Pearson, Jr. (1956)
 Mrs. R. Edgar Goodale (1957)
 Mrs. Bernard C. Kehler (1958)
 Mrs. Edwin C. Carlson (1959)
 Mrs. M. Daniel Manning (1960)
 Mrs. Richard F. Logan (1961)
 Mrs. Donald V. Potter (1962)
 Mrs. Robt. W. Hendry (1963)
 Mrs. Wm. R. Brown (1964)
 Mrs. Lowell S. Barnes (1965)

The original officers were: Mrs. William L. Carmack, President, Mrs. Douglas Dawson, Vice President, Mrs. Frank W. Murray, Secretary, Mrs. R. Harvey Sumner, Treasurer and Mrs. Walter Barefoot, Historian. The present officers are: Mrs. Wm. Kenneth King, President, Mrs. Lincoln C. Bogue, Vice President, Mrs. Perry R. Marsh, Recording Secretary, Mrs. James T. Young, Corresponding Secretary, Mrs. Robert Valentine, Treasurer and Mrs. Harold M. Clayton, Historian.

The Woman's auxiliary to the St. Petersburg Sertoma Clubs is the **LA SERTOMA CLUB**. This organization was chartered with 38 members on June 2, 1956.

The Club is very active in community projects such as the Science Center, Community Welfare Council, March of Dimes, United Fund and the Katherine Payne Rehabilitation Center. However, their main project is the Speech and Hearing Clinic of Greater St. Petersburg to which they contribute both money and volunteer service.

The present officers of the Club are Mrs. Donald Bulleit, President, Mrs. James Van Middlesworth, Vice President, Mrs. Lou Epstein, Recording Secretary, Mrs. Peter Boris, Corresponding Secretary, Mrs. Donald Jaicks, Treasurer and Mrs. Frank Shiphorst, Chairman of the Board.

The past Presidents of the organization are:

Mrs. Edward Wtulich
 Mrs. Norman Wooten
 Mrs. Thomas K. McKenzie
 Mrs. Frederick G. McFall, Jr.
 Mrs. Frank Shiphorst
 Mrs. W. Mount Ely
 Mrs. Ted Lundberg
 Mrs. Walter Collins
 Mrs. William Turner
 Mrs. Richard Ayers, Jr.
 Mrs. Robert L. Hope, Jr.

The **EXCHANGETTES OF WEST ST. PETERSBURG** was formed as an auxiliary to the Exchange Club of West St. Petersburg on October 20, 1958. At that time there were 33 charter members.

Although the Club has no money raising projects of its own, the members assist their husbands in their annual pancake jamboree. Through Club dues this group sponsors the J. Exchangette Club at Boca Ciega High School.

Originally the officers of this Club were: Mrs. Thomas Cheary, President, Mrs. S. Wm. Preus, Vice President, Mrs. Jerome Bernstein, Secretary and Mrs. Albert F. Adcock, Jr., Treasurer. Presently the officers are: Mrs. Gerald L. Moore, President, Mrs. Samuel B. Brahm, Vice President, Mrs. Albert W. Kumick, Secretary, and Mrs. Roland F. Allen, Treasurer. The Past Presidents of this organization include: Mrs. Thomas Cleary, Mrs. Jerome Bernstein, Mrs. S. Wm. Preus, Mrs. Albert Adcock, Jr., Mrs. Jesse L. McCaleb, Mrs. John Anderson, Mrs. Guy T. Oelze, Mrs. Robert G. Carey, Mrs. M. L. Boxwell, Mrs. John M. Wilkinson, Mrs. Fred D. Wilmarth. At present there are 34 members of the Exchangettes of West St. Petersburg.

The St. Petersburg **JAYCEE-ETTES** was organized in St. Petersburg in August of 1963. Originally the Club had 16 charter members:

Connie Clem	Pat McDermott
Angie Kochey	Judy Merritt
Kathy Jones	Diane Metzger
Glenda Smith	Kenlynn Johnson
Dotty Geisler	Fay Crawford
Joy Beneyfield	Kathy Nissley
Jo Mallette	Joan Smith
Sharon Manderschied	Ruby Vaughn

The original officers were: Connie Clem, President, Angie Kochey, 1st Vice President, Kathy Jones, 2nd Vice President, Glenda Smith, Recording Secretary, Dotty Geisler, Corres. Secretary and Joy Beneyfield, Treasurer.

To be a member of this organization the person must be the wife of a Jaycee Member. The Club cooperates with the Jaycees in their community and service projects.

Recent Presidents have been: Linda Keney, Judy Mitchell and Diana Jarrell and Jo Ann Jones.

Recent Officers are: Jo Ann Jones, President, Kathy Tomperi, 1st Vice President, Rosemary Glowalski, 2nd Vice President, Linda Bush, Secretary, Carol De Pugh, Treasurer.

Sports

Only in St. Petersburg where the aged become young again could you find such an organization as the **THREE QUARTER CENTURY SOFTBALL CLUB, INC. (KIDS AND KUBS)**. This group of men (old boys), plays softball for their enjoyment and the enjoyment of the winter visitors.

The Club was started in the Winter season of 1930-31 by Evelyn R. Rittenhouse and Doctor Emory. The original officers were: Charles Eldridge, President, Evelyn B. Rittenhouse, Vice President, Frank Pecken-

paugh, Treasurer, E. E. Annidon, Secretary and Evelyn B. Rittenhouse, Manager. The group was formally incorporated, August 9, 1938.

Past Presidents of this Club include:

Charles Eldridge	Wm. Minto
Ernest Wilken	John Moriarty
Clarence Merrill	John P. Maloney
L. C. Bowen	Wm. E. Davis
Dr. Charles Lincoln	Jess Hobart
Ernest Igo	J. A. "Pat" Rehage
Fred Ross	
Alfred Hutchinson	

The Kids and the Kubs now play Tuesday, Thursday and Saturday at North Shore Park at 2 P.M.

The Pels and Gulls represent two groups of men which taken together form the **HALF-CENTURY SOFT-BALL CLUB, INC.** The Club began unofficially January 3, 1933 and was officially recognized March 7, 1940. The original officers (1933) were Charles Lentz, President, Dwight Wakeman, Secretary and Otto B. Heiden, Treasurer.

Each year, beginning in the last part of November, these teams meet on Monday, Wednesday and Friday to play softball for the enjoyment of winter visitors. Generally they play 45 games per season and some additional ones against selected girls teams.

At present Thomas DeLargy is President. Past Presidents include:

Charles Lenz	John D. Turrel
Otto B. Heiden	William H. Garvin
Dwight Wakeman	Burt Mills
Elmer Kugler	Foster Merker
Walter Johnson	Hobart L. Harbour
J. Everett Davis	William F. Butler
Alfred H. Leach	Clarence Snyder
George Green	Foster W. Merker
John W. G. Wernz	Foster W. Merker
Leonard S. Williams	

The Pels and the Gulls play at North Shore Park.

St. Petersburg has the largest Shuffleboard Club in the world — **THE WESTCOAST SHUFFLEBOARD ASSOCIATION**. This organization has 12,000 members in the West Coast District.

The present officers are: Evan McKeehan, State President, Echo Brubaker, Secretary of State, Oscar Sheppard, President, West Coast District and Gordon Whitman, Secretary and Treasurer of the West Coast District.

Karl G. Waterman is currently the President of the **SUNSHINE ROQUE CLUB, INC.** His fellow officers include — Lewis C. Weldin, Vice President, G. M. Nesbit, Vice President, R. T. D. Edwards, Vice President, Berg Rogers, Vice President, W. Boyd Stouffer, Vice President, Lena Riggs, Vice President, Elmer

Blenis, Vice President, James Riggs, Vice President, Samuel L. Woodbury, Treasurer, Edna B. Waterman, Secretary and Mabel Rogers, Assistant Secretary.

The Club was started March 28, 1923 with seven charter members who were also charter officers: David D. Bigger, President, Henry L. Herr, Vice President, Samuel E. Daigneau, Vice President, George A. Fuller, Vice President, Daniel Bradley, Vice President, Mrs. Mary E. Apple, Secretary and Harry C. Case, Treasurer. Past Presidents of this organization that now numbers 42 members are:

David Bigger	E. V. Crothers
J. Lanning Stewart	Herbert Roberts
John D. Reeves	Albert Kelly
Wilson M. Brinker	Wm. T. Conklin
Ed Moon	W. L. Birchfield
Harry Kidder	Bert Rogers
W. B. Wilson	Elmer Blenis
Wm. J. Luby	Karl G. Waterman
Fred A. Gilmore	

In 1922 W. N. Britten of Rochester, New York came to St. Petersburg. He had played Shuffleboard on shipboard and had liked it. So he suggested the advantage to the city officials and even went so far as to finance a court in Williams Park. However, these plans fell through when the Women's Town Improvement Association (see main text) objected. With this objection the court was moved to Mirror Lake. From this small beginning grew the **ST. PETERSBURG SHUFFLEBOARD CLUB**.

Yet today, this is no small club, having 4,500 yearly members and over 5,000 daily members. The officers today are: Ernest S. Glawson, President, Pearl Campbell, Vice President, Sherman Hobertson, Helen Smith, John Fitzpatrick and Lester Thomson, Vice Presidents, Genevieve Hynes, Recording Secretary, William Norris, Treasurer and Warren Reed, Financial Secretary.

The Club was officially founded in 1924 and chartered in 1928. The original officers were M. J. Kane, President, Mrs. Roger Gibson, Vice President, E. E. Peterson, Recording Secretary, A. J. Dickerson, Financial Secretary (replaced later by E. F. Wolfrum) and Jacob Matin, Treasurer. Recent past Presidents of this organization include: Garde F. Waight, Hugh N. Carson, John G. Crede, Stanley P. Ladd, James W. Downs, John N. Hansen, J. Arthur Richards, W. Arthur Scott, Ernest G. Neale, Rexford M. Farewell, Frances R. Maentz and Ernest B. Glawson.

The **ST. PETERSBURG LAWN BOWLING CLUB, INC.** — is an old organization being formed in 1916. This Club celebrated its 50th Anniversary in 1966. This Club has its headquarters at Bartlett Park.

Present officers are: Alex L. Ripley, President, Walter Parker, Vice President, Col. Erle R. Holmes, Secretary-Treasurer and A. Jarman, Assistant Secretary-Treasurer.

List of the Sports Clubs

Aeronautic Association, National, St. Petersburg Chapter
 American Owner and Pilots Association
 Aquatic Club of St. Petersburg
 Aqua Maniac's
 St. Petersburg Archers, Sunshine Bowmen
 St. Petersburg Aviation Association
 St. Petersburg Saints, Now the Cardinals
 Boca Ciega Yacht Club and Auxiliary
 Booster Club
 St. Petersburg Men's Bowling Association
 St. Petersburg Women's Bowling Association
 Civic Bowling League
 Pinellas Park Boys Club
 Florida Family Campers Association
 National Checker Foundation
 Citizens Sports Group
 Gulf Coast Divers Club
 Fencing Club
 St. Petersburg Figure Skating Club
 Flying Farmers of America
 St. Petersburg Golf Association
 Pasadena Golf Women's Association
 Half Century Softball Club
 Junior Horsemen's Association
 Pinellas County Horseman's Association
 St. Petersburg Men's Lawn Bowling Club
 St. Petersburg Women's Lawn Bowling Club — Mirror Lake
 Little League
 Bartlett Park Lawn Bowling
 St. Petersburg Motor Cycle Club
 Sun City Motorcycle Club
 Ninety Nines, Inc.
 Outboard Motor Club of St. Petersburg
 Tropical Outboard Motor Club
 Parachute Club
 Pasadena Invitational Shuffleboard Club, Inc.
 Police Pistol Club
 Pistol and Revolver Club
 Tri City Pistol League
 Boca Ciega Power Squadron
 Boca Ciega Power Squadron Auxiliary
 Racquetts
 Rod and Gun Club of St. Petersburg
 Skyway Rod and Gun Club
 Sunshine Roque Club
 St. Petersburg Yacht Club
 Scuba Niks
 Shuffleboard Association of Florida
 National Shuffleboard Association
 West Coast Shuffleboard Association
 Gulfport Shuffleboard Association
 Bartlett Park Shuffleboard Club
 St. Petersburg Shuffleboard Club
 Ski Club
 Skin Divers Association
 Ski Club of Lake Maggiore
 Skyway Outboard Boat Association

Soccer Club
 Suncoast Sports Club
 Sunshine Rifle, Pistol and Gun Club
 St. Petersburg Tennis Club
 Three Quarter Century Softball Club
 St. Petersburg Underwater Club
 Sunshine Fins Club
 Underwater Club
 Wheelchair Bowling Association
 Yacht Club of Maximo Moorings
 Pass-A-Grill Yacht Club
 Pass-A-Grill Yacht Club Auxiliary

Fraternal

One of the oldest fraternal organizations in St. Petersburg is **ST. PETERSBURG LODGE N. 139 F & A. M.** The organization was founded January 17, 1894 with 10 charter members. The original officers were: W. W. Coleman, Worshipful Master, H. W. Hibbs, Senior Warden, J. C. Williams, Junior Warden, G. L. King, Treasurer and James Henry, Secretary.

This Club sponsors Rainbow girls assembly No. 5 and DeMolay Chapter 163 which are very active in St. Petersburg. At present Keith T. Gage is the Worshipful Master, Charles R. Newcomer, Jr. is the Senior Warden, Otis Bradford is the Junior Warden, Frank E. Graham is the Treasurer and L. Eugene Williams is the Secretary.

Recent Past Masters of the organization include:

Ralph P. Hamblin	J. C. Benefield
Elmer B. Tully	Jack E. Burklew
William B. Griffith	James A. Barnes
Clarence B. Robinson	J. R. Fulkerson
Joseph E. Burke, Jr.	George B. Low, Jr.
Cecil E. Curtis	Mac S. Haines
Frank R. Dunham	Russell A. Lampe
Stewart B. Hettig	Frederick J. Kaufman

Needless to say, one of the oldest Clubs in St. Petersburg is **KNIGHTS OF PYTHIAS, NO. 42**, which was founded June 12th, 1895. An outstanding fraternal organization, this Club sponsors many worthwhile community projects. In the past the Club has been led by a number of Chancellors:

George Reeves	Earl Johnson
J. Ralph Banks, Jr.	W. H. Jones
James Brady	Sam Long
Sam Chazin	George Newkirk
Earl Coddington	F. H. Phoenix
Francis Coleman	Edwin Phoenix
John R. Conklin	W. B. Sumner
John Cordray	Earl Wasdin
Fred Croft	Leslie Weaver
T. E. Ellerman	Kenneth Williams
George Feagin	Art Rector
Carrol Hale	Martin Boyle
George Hamilton	Leroy Sandol
John Harting	Lloyd Leach
Cecil Holtsclaw	

The present Chancellor is George Reeves. One of the few Clubs in St. Petersburg that is over 50 years old, the Knights of Pythias boast five fifty year members. They are Earl Johnson, Lois F. Beard, Jonas Hornsby, George M. Feagin and John R. Conklin.

The St. Petersburg Temple No. 18, **PYTHIAN SISTERS** — was organized on May 18, 1908 with 22 ladies and eight Knights of Pythias. A partial list (the most complete available) of the charter members is:

Sarah Straub	Mary Houser
Jessie McPherson	Myrtle (Thompson) Allen
Edna Hefner	Mary Chase
Norma (Riley) Creswell	Bessie King
Alice May Youngblood	Jessie Englehurst
Nell Kelsey	Carrie Coleman
Mattie Lou Houser	Edith Miles
May Longman	Mattie Taylor

The original officers were: Sarah Straub, Past Chief, Jessie McPherson, Most Excellent Chief, Edna Hefner, Excellent Senior, Norma (Riley) Creswell, Excellent Junior, Alice May Youngblood, Manager, Nell Kelsey, Secretary, Mattie Lou Houser, Treasurer, Mary Longman, Protector and Mary Houser, Guard. The 1971 officers are: Irdyene Hall, Most Excellent Chief, Mary Banks, Excellent Sr., Helen Reeder, Excellent Jr., Alice Reidle, Manager, Mildred Myrick, Secretary, Pat DeGenaar, Treasurer, Sally Dent, Protector, Delma Reeves, Guard, Erma Haslam, Musician, Mildred Myrick, Press Correspondent.

The Most Excellent Chiefs for the past 4 years were:

1967, Erma Haslam, 1968 Celia Chazin, 1969 Helen Livingston, 1970 Maude Bieu.

The organization works for the advancement of Pythianism. Their main project is their girls' organization and as part of this they provide some of these girls with scholarships.

St. Petersburg has representative Clubs for a number of national fraternal organizations. Among these groups are Elks, Masons, Moose, Woodmen of the World, Knights of Columbus and Knights of Pythias. These organizations contribute much more to the city than just providing fellowship for its members. Rather, these Clubs participate in many charitable drives and causes and work toward helping their fellow citizens. Let us now move on to discuss as fully as space permits, these fine fraternal organizations.

The ladies counterpart of the B. P. O. E. No. 1224 is the **LADIES OF ELKS, INC.** This organization started with six wives meeting at the same time as their husbands' organization. This was in March of 1924 and the six ladies were: Mrs. Frank Moshler, President, Mrs. P. C. Collins, Mrs. L. R. Fayaherly, Mrs. C. Rice, Mrs. G. D. Whittier and Mrs. H. W. Walker. This Club was formally chartered in June 1929 with sixteen charter members. Since then the membership has grown to 199.

These women assist the Harry Anna Crippled Children's Hospital and also the Sheriffs Boys Ranch. Also they give assistance to the Police Athletic League (PAL), the Salvation Army and the March of Dimes. The present President is Mrs. Eugenia Bevan.

Certainly the oldest fraternal organizations in St. Petersburg is the **BENEVOLENT AND PROTECTIVE ORDER OF ELKS NO. 1224** which was founded on February 16, 1911 with 39 charter members. Among the list of its charter members are some of early St. Petersburg's finest citizens as the following list of charter members shows:

A. T. Blocker	Carl Brown
F. W. Wilcox	W. F. Baker
J. E. Bevill	J. S. Davis
F. A. Lathrop	T. A. Chancellor
B. M. Latham	L. J. Waters
R. W. S. Latham	W. H. Jones
G. B. Hayward	W. L. Straub
M. L. Stoner	Roy S. Hanna
W. T. Mathers	Lew B. Brown
C. M. Gray, Jr.	W. J. Overman
J. G. Foley	R. H. Tomas
D. W. Budd	F. A. Wood
A. P. Avery	A. B. Davis
Wm. B. Carpenter	L. C. Hefner
Fred H. Carpenter	Tracy Lewis
J. C. Whitford	Ed. T. Lewis
W. C. Burton	Geo. L. Brown
Robert J. W. Taylor	Geo. Weller
H. C. Dent	John D. Peabody
Noel A. Mitchell	

The original officers included Edward T. Lewis, Exalted Ruler, G. L. Brown, Secretary, A. T. Blocker, Esteemed Leading Knight, John D. Peabody, Esteemed Loyal Knight, J. S. Davis, Esteemed Lecturing Knight and George Weller, Treasurer.

From that beginning the Club has grown to a total membership of 801. The 1967 Exalted Ruler was Lyle E. Gnagy, with Victor W. Kuhl, Secretary, Clyfton E. Chandler, Esteemed Leading Knight, Douglas W. Hendricks, Esteemed Loyal Knight, Clarence Busick, Esteemed Lecturing Knight and Sam Silverberg, Treasurer.

The B. P. O. E. sponsors two junior league baseball teams, distributes Christmas baskets and helps with various other community youth projects. Also this chapter helps sponsor the state-wide project of the Harry-Anna Crippled Children's hospital in Umatilla, Florida. The B. P. O. E. has served the Sunshine City for over 55 years and looks forward to more service once it assumes its home on 9th Avenue North.

LADIES OF ELKS, 2675 66th Street North, was formed in 1924 and has 350 members. Its presidents have been: 1924-25-26 Grace Moshier, 1926-27 Christina Brooks, 1927-28 Elsie Nottage, 1928-29 Grace Deeker, 1929-30 Christina Brooks, 1930-31 Anne Watson, 1931-32 Evelyn Bollah, 1932-33 Frances Anderson, 1933-34

Marion Tinney, 1934-35 Mina Goodrich, 1935-36 Amelia Parker, 1936-37 Ellen Styers, 1937-38 Lavina Heath, 1938-39 Georgianna Erickson, 1939-40 Viola Young, 1940-41 Marie Heath, 1941-42 Pearl Fisher, 1942-43 Byneth Wallace, 1943-44 Emily Nielsen, 1944-45 Lena Thomas, 1945-46 Edna W. Gust, 1946-47 Elvira Morris, 1947-48 Ruth Sigman, 1948-49 Nevah Kauffman, 1949-50 Bernice Jones, 1950-51 Eula Robinson, 1951-52 Florence Provost, 1952-53 Gen Pauley, 1953-54 Sally Deane, 1954-55 Marion Hertman, 1955-56 Mabel Newhard, 1956-57 Lucille Palmeres, 1957-58 Margaret Cheney, 1958-59 Sally Deane, 1959-60 Mabel Reid, 1960-61 Edna Whiting, 1961-62 Eleanor Pallock, 1962-63 Eugenia Bevan, 1963-64 Urma Ferguson, 1964-65 Sybil Smith, 1965-66 Revina Barthelette, 1966-67 Eugenia Bevan, 1967-68 Rose Baker, 1968-69 Eleanor Schmitt, 1969-70 Marjorie Woods, 1970-71 Virginia Harris.

The Club House is located at 2675 - 66th Street North.

One of the earliest formed Clubs in St. Petersburg is the **KNIGHTS OF COLUMBUS NO. 2105**, which was founded December 21, 1919 with 40 charter members. The Club has now grown to a membership of 433 members. A group of good Catholic men, this organization provides fraternal brotherhood for its members. Past Grand Knights of this organization are:

P. J. McDevitt	(1919-21)
William H. Hibbs	(1921-22)
Jesse B. Battle	(1922-23)
Frederick Dillman	(1923-26)
Joseph S. Clark	(1926-27)
Leon N. LeFevre	(1927-29)
Vincent Murphy	(1929-30)
John E. Boyle	(1930-31)
George LaFleur	(1931-32)
Frederick Dillman	(1932-34)
John M. Hannan	(1934-35)
Joseph D. Laffey	(1935-37)
Raymond F. McAdams	(1937-39)
Joseph S. Clark	(1939-41)
Joseph D. McIntyre	(1941-42)
Charles N. DuPont	(1942-43)
Michael J. Deeb	(1943-45)
Joseph P. McIntyre	(1945-46)
William M. Jacobson	(1946-47)
Francis W. Gleason	(1947-48)
George A. Schuler	(1948-49)
Silas C. Stillman	(1949-50)
Arthur J. Nelson	(1950-51)
James F. Kenny	(1951-52)
Thomas P. Walsh	(1952-53)
Francis C. Barrios, Sr.	(1953-54)
Michael H. Chinchar	(1954-55)
Leonard J. Swidersky	(1955-56)
Francis C. Barrios, Sr.	(1956-57)
Robert H. Niblock	(1957-58)
Charles H. Foulks	(1958-59)
John S. DiVito	(1959-60)

Albert L. Bourque	(1960-61)
John J. Neilly	(1961-62)
Donald J. Sweet	(1962-63)
John M. Jones	(1963-64)
James E. Scott	(1964-65)
Gerald J. Thomas	(1965-66)
Alvin P. Forche	(1966-67)
Thomas P. Boyle	(1967-68)
Sam J. Vance	(1968-69)
W. I. (Bill) Maloney	(1969 to Present)

In the 1920's a group of Masons recognized the need for a fun-loving group of people in St. Petersburg, from that group came the 200 charter members of the **SELAMA GROTTTO** which was chartered in March of 1922. The Club has grown since that time to a total membership of 775.

Each year Selama Grotto takes an active part in the Festival of States Parade, Easter Sunrise Services, the March of Dimes and has in the past provided over 240 band concerts at the Masonic Home. This Club has held, here in St. Petersburg, two of the largest national conventions ever held, one in 1931 and the other in 1946. Both Dr. Addison S. Vance and Joseph G. Lefter have served as the Most Outstanding Grand Monarch of the Realm. The past Monarchs of Selama Grotto are:

N. L. Dennis (1921-23)
Robert C. Smalley (1924)
Starr B. Latimer (1925)
Fred M. York (1926)
Charles O. Parks (1927)
Ray H. Lindsey (1928)
A. S. Vance (1929-30)
W. L. Latimer (1931)
Frank L. Cooke (1932)
Edwin Murphy (1933)
E. R. Matthews (1934)
John T. Andrews (1935)
Walter Burgess (1936)
J. Walter Lanier (1937)
A. H. Holloway (1938)
Carl H. Papier (1939)
R. H. Gustafson (1940)
R. G. Blanc (1941)
Phil E. Lang (1942)
E. G. Ridinger (1943)
Lorence E. Brandon (1944)
Joe B. Henderson (1945)
William C. Carroll (1946)
C. A. Atherton (1947)
Ray Mathews (1948)
Howard O'Neal (1949)
C. D. Nichols (1950)
Clark Lord (1951)
Ray S. White (1952)
Edwin T. Shingler (1953)
J. P. Rogers (1954)
Joe Lefter (1955)
Ralph Wilson (1956)

Dale Barnes (1957)
 W. H. Goodwin (1958)
 J. E. Bryan (1959)
 William F. McQueen (1960)
 J. Lloyd Yonce (1961)
 Milton Newman (1962)
 Everett N. Perry (1963)
 P. S. "Ole" Olson (1964)
 Lester T. Wilson (1965)
 Roy L. Bryan (1967)
 George A. Nicholson (1968)
 John T. Eames (1969)
 William R. Voss, Jr. (1970)

The original officers of Selama Grotto were Nick L. Dennis, Monarch, Henry Ermatinger, Sr., Chief Justice, Robert C. Smalley, Master of Ceremonies, Starr B. Latimer, Venerable Prophet, J. W. Netrefa, Secretary and Wm. L. Watson, Treasurer. The Present Officers are: Ralph W. Wert, Monarch, Edward F. Keyes, Chief Justice, Richard Green, Master of Ceremonies, Gerald Smith, Sr., Venerable Prophet, Donald King, Marshal, Edwin T. Shingler, Secretary and Arthur E. Crapnell, Treasurer.

An organization for Americans of Greek descent was established June 20, 1923 when the Sunshine Chapter No. 15 of the **ORDER OF AHEPA** (American Hellenic Educational Progressive Association) was founded. This Club supports many worthwhile projects including AHEPA hospitals in Greece, hurricane relief funds, Greek War Relief and financial contributions to the Truman Library and the Papanicolaou Cancer Research Institute at Miami.

Two of the original officers were Athanasia Adams, President and K. I. Koumoutsos the Secretary, while the present officers are James S. Scofield, President, John C. Paras, Vice President, Nick J. Hillas, Secretary, Nicholas Demas, Treasurer and Diamond P. Constant, Chairman of Governors. Mr. James S. Scofield has the honor of being the only district Governor from the Sunshine Chapter serving in 1964-65.

The auxiliary to AHEPA is the **DAUGHTERS OF PENELOPE, AENEAS CHAPTER NO. 210**. The organization supports the principles of AHEPA and in addition sponsors other projects. They contribute to CARE, the National Traffic Safety Program, Books for schools in Greece and present Greek literature to school and public libraries throughout the nation.

There are 62 members of this organization which is headed at present by Jessie Scofield, the President. Other current officers are Lessie Kavalikas, Vice President, Eleanor Kaptain, Secretary, Georgia Barber, Treasurer and Judy Kontoes, Chairman of the Board. Past Presidents of the organization are:

Eva Perinis	Angie Peters
Anna Koufas	Eleanor Kaptain
Fanny Athanason	Lessie Kavalikas
Helen Ross	Sylvia Kapous

Marina Getman	Jennie Louzis
Georgia Barber	Jessie Scofield
Stella Pavezaz	Angela George
Koula Simonson	

The St. Petersburg Lodge 24, **INDEPENDENT ORDER OF ODD FELLOWS** was founded November 5, 1944 with 106 charter members. This was the second Odd Fellows Lodge located in St. Petersburg and presently located at 4130 - 16th Street North. A Fraternal organization which strives to better itself and its community by following the three links of friendship, love and truth. Past Noble Grands of this organization are:

James Livingston	Fred Harter
Frank B. Howard	Cecil Blanchard
George Hendershop	Milton Kennedy
H. C. Moody	Thomas Guthrie
Herbert Locke	Les Hanna
Clifford Lant	Anthony Guzette
Fred Holroyd	Arthur Ogden
Norman Getz	Joseph Stringer
V. Bruce Moler	Harold Macomber
H. W. Webber	William Odell
Claude Aubry	Joseph Stringer
Willard Rhoades	E. E. Carpenter
E. Yager	John Thumma
Howard Grover	Charles Ulrich
Fred Zoller	Roger West
Wm. F. Culbertson	James P. Popkins
Dennis Shook	

William F. Culbertson was the youngest Noble Grand to be installed, being only 22 years of age.

The **ST. PETERSBURG SHRINE CLUB** — was founded March 19, 1947 with seventeen charter members who were:

D. W. Dryer	George Wald
W. S. White	B. F. Jacobs
L. E. Love	Edward F. Brantley
H. E. Pierce	Harvey W. Grobe
E. M. Crockett	Frank M. McKenzie
H. Boyd Sykes	Fred Clark
James F. Wilson	W. H. Duker
Dr. A. Fred Kabana	Frank Pickard
John N. Bliss	

Two of the original officers were Russell E. Strawn, President and Harold E. Pierce, Secretary. Presently the organization has grown to 290 members.

This Club works to promote Shrinedom and especially to promote the operation of the Shriners Crippled Children Hospitals throughout the U. S., Canada and Mexico.

At present the officers are: James Bane, President, Vice President, Paul Phillips, 2nd Vice President, Clarence Miller; Secretary, Raymond Miller, Treasurer; Fred Bonsack.

There have been 25 Presidents. They are:

Russell E. Strawn (1947)
B. F. Jacobs (1948)
J. Horace Willis (1949)
Edward F. Brantley (1950)
Charles O. Parks (1951)
J. P. Rogers (1952)
O. D. Cloakey (1953)
P. N. B. Hampton (1954)
T. P. Johnson (1955)
R. F. Keller (1956)
Al J. Harold-Ralph G. Cooksey (1957)
W. Hal Blackwell (1958)
Wm. B. Griffith (1959)
Col. Geo. H. Sunderman (1960)
J. R. Moorefield (1961)
Thos. C. Carlson (1962)
J. H. Willis, Jr. (1963)
J. Clair Lanning (1964)
Archie K. Fisher (1965)
F. Elmer Adcock (1966)
H. C. (Andy) Anderson (1967)
Wally Watt (1968)
Edward W. Sieling (1969)
J. Douglas Baird (1970)

Founded May 7, 1948 by Mrs. M. J. Hines, for the purpose of helping Shriners Crippled Children's Hospitals and for other social work, the Tahiti Court No. 44 **LADIES ORIENTAL SHRINE OF NORTH AMERICA, INC.** was founded. From the original 56 charter members (list available), the Club has grown to 279 members. Past High Priestesses of the organization are Ladies:

George Hines	Eulalie Jones
Lillian Engberg	Myrtle Grobe
Bertha Starr	Jewell M. Robertson
Violet Woodard	Alma M. Allayaud
Florence Cook	Elsie Spicer Fisher
Ethel Tibbals	Virginia Parrish
Jeanette Lucas	Hazel Miller
Shirley Auslander	Mabel Ellis

This Club engages in making toys and giving gifts to the Shriners Hospitals patients and also to giving to the Burns Institute.

FLORIDA COURT NO. 7, OF THE ORDER OF THE AMARANTH — is the oldest court on the West Coast of Florida, being started February 7, 1948. In addition three of the court's members have served as Grand Royal Matrons of the Grand Court of Florida, they are Agnes Snedeker, Sara J. Adcock and Edna L. Wendell. Related to the Masonic organization, this group works on many charitable projects throughout the year.

The Past Royal Matrons of the Florida Court are: Agnes Snedeker (1948), Alberta MacFadyen (1949), Pansy Carpenter (1950), Sara J. Adcock (1951), Edna L. Irwin (1952), Edith L. Sessions (1953), Doris W. Duryea

(1954), Helen Corner (1955), Isabelle C. McAfee (1956), Ella Collins (1957), Alice Riedel (1958), Barbara M. Davenport (1959), Violet Atkins (1960), Angelina Henschel (1961), Margaret Warden (1962), Juanita Harkins (1963), Maud Landrum (1964), and Mary J. Croft (1965). At present Evelyn W. Smith is the Royal Matron and William J. Reinhardt is the Royal Patron.

The St. Petersburg Chapter 314 **NATIONAL SOJOURNERS, INC.** was founded April 8, 1950 with 33 members. This organization, nationally, grew out of a group of Master Masons stationed in the Philippine Islands in 1916. These men decided to organize a Club of former officers who were also Master Masons. These men work for the principles of America and fight any influence calculated to weaken National security. Past Presidents of this organization are:

Lt. Col. C. R. May (1950)
Brig. Gen. Harry R. Kutz (1951-52)
Dr. W. C. McConnell (1953)
Major George C. Robertson (1954)
Commander L. W. Cartwright (1955)
Commander George C. Simmons (1956)
Lt. Roland G. Johnson (1957-58)
Lt. Howard E. Warns (1958-59)
Lt. Samuel G. Johnson (1959-60)
Lt. Richard Simmons (1960-61)
Lt. Col. T. E. Thorsen (1962-63)
Colonel George H. Sunderman (1964)
Lt. Comdr. L. M. Van Winkle (1965)
Lt. JG Roger S. Tucker USOGGR (Ret.) (1966)
Lt. Leon A. Dowling, USCG (Ret.) (1967)
Capt. Paul Cory, USCG (Ret.) (1968)
Col. Howard C. Higley, USA (Ret.) (1969)
Lt. Col. Wm. C. Wagner, USA (Ret.) (1970)
Lt. Col. Wm. D. Hoff, USAF (Ret.) (1971)

The present membership totals 80.

RAINBOW COURT NO. 22, ORDER OF THE AMARANTH, part of an organization that goes back to the 1600's in Sweden was organized in St. Petersburg, February 13, 1953 with 54 members. The court has now grown to 147 members.

Rainbow Court contributes to many worthwhile causes throughout the state, notably the Sunland Training School and the Sheriffs Boys Ranch.

The original officers were: Mrs. Claudine Fiehland, Royal Matron, Mr. Paul Fiehland, Royal Patron, Mrs. Esther G. Howard, Assoc. Matron, Mr. Frank R. Dunham, Assoc. Patron, Mrs. Eulalie Bell, Treasurer and Mrs. Ernestine Blank, Secretary.

Recent Past Presidents: Mrs. Carolyn B. Byam 1967, Mrs. Jeannette Schwenk 1968, Mrs. Alice Stetzel 1969.

1970 Officers: Mrs. Vivian Neumann, Royal Matron; A. W. Eustes, Royal Patron; Mrs. Ruby Hudon, Associate Matron; Henry J. Hudon, Associate Patron; Miss Nanny Shackelford, Treasurer; Mrs. Dorothy Eustes, Secretary; Mrs. Virginia Mullenbauer, Conductress; Mrs. Norine Collins, Associate Conductress; Mrs.

Garnet Troutman, Standard Bearer; Mrs. Mabel Huyler, Prelate; Mrs. Elnora Brock, Marshal in East; Mrs. Margaret Rosseter, Marshal in West, George Havlin, Jeannette Schwenk, Alice Stetzel, Trustees; Mrs. Priscilla Gilbert, Historian.

On May 6, 1958 Sunshine Lodge No. 639 of **VASA ORDER OF AMERICA** was chartered with 44 members. Organized because of the many members of Vasa Order from the North which moved to St. Petersburg, C. O. Johnson petitioned the Grand Master for permission to start a lodge. The past chairmen of this organization are C. O. Johnson (1958-59), Carl V. Erickson (1959-60), Adolph Carlton (1960-66) and Elizabeth Rydstrom (1966).

The original officers were Carl Erickson, Chairman, Elizabeth Rydstrom, Fin. Secretary, John B. Johnson, Treasurer and C. O. Johnson, Past Chairman. The present officers are Hugo Liljeroth, Chairman, Oscar Berquist, Vice Chairman, Ivan Roud, Rec. Secretary, Gunnar Rydstrom, Fin. Secretary, John B. Johnson, Treasurer and Elizabeth Rydstrom, Past Chairman. The present membership totals 144.

Chartered May 7, 1958, the St. Petersburg Chapter of **HIGH TWELVE INTERNATIONAL NO. 297** came into existence as the first High Twelve Club in St. Petersburg. It sponsors such charitable projects as an escort service at Bay Pines Veterans Hospital, Bell Ringers for the Salvation Army at Christmas time and sponsorship of some DeMolay activities. Also Members contribute to the Masonic Blood Bank. At present there are 249 members that have been led by Presidents: Frank A. Bobel (1958-59), Charles F. Weil (1960), Frank N. Hartman (1961), Lawrence A. Ehrhart (1962), Walter E. Gemmill (1963), Hollie George Flippen (1964), Paul E. Elgland (1965), Fred H. Kenfield (1966).

At present seventy-one people belong to the **HIGH TWELVE CLUB OF DOWNTOWN ST. PETERSBURG**. This Club was chartered March 2, 1959 with 78 charter members and the following charter officers were elected: N. Alfred Winn, President, J. Lees Sidman, Vice President, Ernest Rueggeberg, Vice President, Sandy Trail, Secretary and George Tebo, Treasurer. Present Officers are: Homer A. Norteman, President; George W. Pratt, 1st Vice President; Samuel Cowling, 2nd Vice President; Charles W. Fuller, Secretary; Harry A. James, Treasurer.

The Club's members help at various times at Bay Pines Veterans Hospital and also as a group contribute to the Wolcott Foundation which provides a number of scholarships. Also the Club sponsors a DeMolay to DeMolay Leadership Camp.

Florida has 14 High Twelve Clubs with 1500 members and three Clubs awaiting charters. Internationally the organization has 240 Clubs with 14,310 members.

The past Presidents of this organization are: N. A. Winn (1959), Ernest Rueggeberg (1960-61), Harry Thomas (1962-63), William Wilson (1964) and Archie Leet (1965).

Another comparatively new fraternal organization is the **WESTGATE HIGH TWELVE CLUB**. Founded March 27, 1965, it had 94 charter members. The charter officers were: Don R. Weber, President, Lamar S. Johnston, 1st Vice President, Paul Hirni, 2nd Vice President, L. A. Irvin, Secretary and C. Richey, Treasurer. The present officers are: Robert S. Hobson, President; Victor M. Hokanson, 1st Vice President; Einar Galschjodt, 2nd Vice President; Don R. Weber, Secretary; Allan I. Haslett, Treasurer.

The Club sponsors qualified members of DeMolay to attend Leadership Camp, in addition to furthering good citizenship among youth. Although an organization for Master Masons, High Twelve Clubs are not Masonic in nature. Westgate High Twelve Club is limited in membership to 100.

Past Presidents: Don R. Weber 1965, Lamar S. Johnston 1966, James S. Quivey 1967, Richard J. Hempel 1968, Harold W. Brigham 1969, Charles C. Lean 1970.

The **SUNSHINE LODGE, NO. 301, ORDER OF ST. GEORGE** was founded by Ethel Hurry on April 23, 1959 with 36 charter members. The original officers were Mary Wells, Past President, Bett Whiteside, President, Marjorie Carlstrom, Vice President, Lily Homer, Financial Secretary, Mildred Johnson, Recording Secretary, Mary Trent, Treasurer and Ethel Hurry, Captain of Floor Work. The present membership is 100.

The fraternal organization is part of a national group, started February 2, 1882 in Cleveland, Ohio. In 1962 the local group went to the national convention in Philadelphia and twenty members brought home numerous prizes and awards. Present Officers are: Mrs. Ada Withey, Past President, Mrs. Nancy Backhouse, President, Mrs. Betty Green, Vice President, Mrs. Mabel Lockett, Chaplain, Mrs. Lenda Holmes, Treasurer, Mrs. Hetty Adams, Financial Secretary, Mrs. Elsie Petersen, Recording Secretary.

The local lodge will be host to the National Convention in 1972.

The past Presidents of the organization are:

Bett Whiteside	Doris Brunton
Marjorie Carlstrom	Florence Dennis
Hetty Adams	Ethel Hurry
Mabel Lockett	Minnie Lunt

The Suncoast Forest No. 165, **TALL CEDARS OF LEBANON** of the United States of America was founded January 16, 1960 with 138 charter members. This "fun" Club has chosen as its main charitable objective a truly fine one: Muscular Dystrophy Fund and the maintenance and operation of a metabolism unit and research lab in a New York City Hospital. At present the Club totals 150 members. Past Grand Tall Cedars are: E. Melvin Crockett (1960), John Kenestruck (1961), Albert Davis (1962), George H. Brooks (1963), Robert F. Shaffer (1964), Henry Shane (1965-66), Charles Widmeier, (1967-70).

Present Officers are: William Voss, Grand Tall Cedar; Melvin Crockett, Senior Deputy T. C.; Henry Shane, Junior Deputy T. C.; Wade W. Umberger, Scribe.

One of the rather young Clubs in St. Petersburg is the **COMPANIONS OF THE FOREST OF AMERICA**, St. Petersburg Circle No. 1734, which was founded May 9, 1962 with 30 charter members. There are now 54 members to this unique organization which provides for its members medical coverage along with a gay and active social life. Although a woman's fraternal organization, they welcome visitors to their monthly meetings.

The Past Chief Companions are Mrs. Alice Enke; Mrs. Matilda Lisske, Mrs. Ann Knigan (1965-1967), Mrs. Gladys Hickey, (1967-1969).

The Present Officers are: Frances Deegan, Chief Companion; Matilda Lisske, Financial Secretary; Maud Gunther, Treasurer; Lydia Oeschle, Sub. Chief; Gladys Hickey, Past Chief; Ann Knigan, Chaplain.

Walter M. Johnson was the first Senior Councilor of the **ORDER OF UNITED COMMERCIAL TRAVELERS OF AMERICA**, St. Petersburg Council No. 649. Originally founded (nationally) as a group for traveling salesmen, it now works to help mentally retarded children, promote safety projects in traffic control, in addition to providing insurance coverage for its members. At present there are 233 local members.

Past Senior Counselors were: H. Claude Dodd 1968, Vincent J. Bushwell 1969, William Collier 1970. Present Officers are: Sven Perman, Senior Counselor, Henry Paquette, Junior Counselor, Harold J. Kane, Secretary-Treasurer, Bill Collier, Past Senior Counselor.

Membership to the **WOMEN OF THE MOOSE** organization is limited to blood relatives of members of the Loyal Order of Moose. Organized February 5, 1947, because Mrs. Mary McDonald believed that the St. Petersburg Lodge 1145 L. O. M. should have a woman's chapter. Women of the Moose supports Mooseheart projects and also the Moosehaven Home for the aged, plus they do local civic work.

The original officers were Lillian Grinder, S. Regent, Mary McDowell, Jr. Graduate Regent, Laura Hoxie, Jr. Regent, Cleo Overby, Chaplain, Yvonne Quinn, Treasurer and Ann Perry, Recorder. Recent Senior Regents have been: Charlotte Eryleben, Jennie Lou Silk, Jean A. Blomgren, Virginia Weinerman, Dawn McArthur.

The organization has had 20 Junior Graduate Regents. They are:

Mary McDowell	Norma Kwiecien
Yvonne Quinn	Lillian Ray
Lillian Grinder	Annie Heathcote
Beatrice Silk	Ann Schuenerman
Gertrude Jackson	Betty Collier
Hazel Egulf	Betty Sutton
Jeannette Lock	Helen Hawkins
Gertrude Gritz	Dorothy Howell
Peggie Dullea	Florence Fiesler

Patriotic War Clubs

THE PRINCESS HIRRIHIGUA CHAPTER DAUGHTERS OF THE AMERICAN REVOLUTION ranks first in Patriotic War Clubs. The Hirrihigua Chapter was founded in St. Petersburg, April 25, 1910, with 15 charter members. The purpose of the Club is to further the ideals of patriotism and loyalty to the United States. To be a member, you have to have an ancestor that fought in the American Revolution.

The original officers in this organization were Mrs. Louis Jones, Regent, Miss Mary Bright, Vice Regent, Miss Claudia Dent, Recording Secretary, Miss Ida Thomas, Corres. Secretary, Miss Helen Alford, Registrar and Miss Emma Williams, Historian. Present Officers are: Mrs. Wilfred Jackson, The Regent; Mrs. Leroy Otis, 1st Vice Regent; Miss Madgelaine Flourney, 2nd Vice Regent, Mrs. A. M. Anderson, Chaplain; Miss Janet Cayo, Rec. Secretary, Mrs. David Davis, Corr. Secretary; Mrs. Alfred J. Holland, Treasurer; Mrs. Wendell Byers, Registrar; Mrs. A. R. Thomas, Historian; Mrs. Carolyn Thomas, Librarian; Mrs. Fred Evans, Parliamentarian.

Past Regents

*Mrs. Sallie Harris Jones,	
Organizing Regent.....	1910-1911
*Mrs. Helen Young Conner.....	1911-1912
*Mrs. Lenora Grover Ridley.....	1912-1913
*Mrs. Josephine Sibley Heathcote.....	1915-1916
Mrs. Edna Collins Sleight.....	1916-1919
*Mrs. Alameda William Carter.....	1919-
*Mrs. Emily Smith Jeffries.....	1919-1920
*Mrs. Mary Wheeler Eaton.....	1920-1921
*Mrs. Annie Goodsel Smitz.....	1921-1923
Mrs. Harriett Reed Whitaker.....	1923-
*Mrs. Nina Hill Blocker.....	1923-1924
Mrs. Lucretia Coombs Thayer.....	1924-1925
*Mrs. May Oliver Allison Risley.....	1925-1926
*Mrs. Isabel Jackson Pfau.....	1926-1927
*Mrs. Mary True Hansen.....	1927-1929
*Mrs. Edna Chalker Branning.....	1929-1931
Mrs. Harvie Johnson Byers.....	1931-1933
Mrs. Winifred Denslow Carpenter.....	1933-1934
Mrs. Othello Johnson Cunningham	
Siebert.....	1934-1936
*Mrs. Mildred Ellwood Blake.....	1936-1938
Mrs. Henrietta Heyman Davis.....	1938-1939
Mrs. Theda Corser Cowden.....	1939-1941
*Mrs. Ivah Peterson Glascock.....	1941-1943
*Mrs. Golden Gahm Le Poidevin.....	1943-1945
*Mrs. Alice Wishart Williams.....	1945-1947
Miss Vora Maud Smith.....	1947-1949
*Mrs. Perle Uhler Titterington.....	1949-1950
*Mrs. Annie Bradshaw Mansfield.....	1950-1952
Mrs. Mildred Wood Evans.....	1952-1954
Mrs. Elizabeth Stillwell Wright.....	1954-1956
Mrs. Inez C. Kehl.....	1956-1958
Mrs. Mary Deyo Barth.....	1958-1960
Mrs. Florence Kennell Moore.....	1960-1962
Mrs. Florence Dean Post, Jr.....	1962-1964
Mrs. Antoinette Bates Ziegler.....	1964-1966

Miss Janet Louise Cayo1966-1968
 Mrs. Marie Gleason Byers.....1968-1970
 *Deceased

The present membership of the DAR totals 156 members.

On April 12, 1906, there was organized the Dixie Chapter, **UNITED DAUGHTERS OF THE CONFEDERACY**. This group's purposes are educational, historical, memorial and social. They erect historical markers in the St. Petersburg area (such as the one at the foot of Central Avenue, commemorating it as the Stonewall Jackson Memorial Highway) and each year they place flowers on CSA soldier's graves.

The original officers were Mrs. Mary Bright, President, Miss Mary Johnson, Recording Secretary and Mrs. C. Perry Snell, Treasurer. Recent Presidents have been: Mrs. H. E. Cunningham (1966-1968), Mrs. H. H. Albers, (1968-1970).

Present Officers are: Mrs. L. L. Reid, President; Mrs. C. W. Hassell, 1st Vice President, Mrs. J. S. Weissenborn, Recording Secretary, Mrs. H. H. Albers, Corresponding Secretary, Mrs. L. P. Shaver, Treasurer, Mrs. G. M. Nichols, Registrar, Mrs. M. J. Cherbonneau, Historian.

The membership of this organization is 68 fine southern ladies.

On April 14, 1910 a charter was issued to a group of St. Petersburg Ladies to form Circle No. 4, **LADIES OF THE GRAND ARMY OF THE REPUBLIC**. There were 24 charter members. Mrs. Julia Miller of St. Petersburg, joined in 1913 and is still one of the active members. To be a member of this organization you have to be a blood relative of a veteran of the Civil War, Union Army.

In the past this organization has helped Veterans of the Civil War and their relatives. Presently the Ladies of the GAR engage in patriotic work of all sort.

Recent officers were Blanche Barcus, President, Hilda Cleaver, Secretary, Ina Blackmore, Treasurer, Lyda Pierce, Chaplain, Julia Miller, Pat. Inst., and Amy Sillemuth, Musician. Some of the past Presidents were:

Jeanette Campbell	Marie Huss
Nora Link	Lyda Pierce
Gertrude Jeffery	Amy Dillemath
Julia Miller	Mary Jane Eveson
Adah Pooler	Gertrude Thompson
Cecile Harmon	Mildred Phillips
Sadie Southard	Blanche Barcus
Vera Marshall	

St. Petersburg has one of the oldest V.F.W. groups in America with the L. M. TATE POST No. 39. **VETERANS OF FOREIGN WARS OF THE UNITED STATES**. This organization was chartered January 17, 1919 and instituted March 26, 1919. The original commander was Frank Selmar. Other past commanders include:

Floyd Thomasson	William S. Harris
J. W. Davis	Harold P. Prink

Dr. Scales	Joe E. Moloney
Bruce Blackburn	Excel Queen
R. Ballinger	Vernon Strickland
Thomas Dunn	Maurice Schuh
Roy Bush	Ralph W. McClintock
W. H. Lara	Linley Davis
Warren Richardson	Edward Stollmer
Leo Morrill	H. M. Taylor
Herbert Sutton	O. W. Campbell
George Stewart	Stanley Sutton
Floyd Holmes	A. A. Horning
George M. Lochner	Stanley Sutton
Howard Railey	Clarence Lakins
John Lundquist	Duncan Weeks
M. B. Hilton	Laurel Barney
J. C. Miller	David Boyd
Hudson Howard	LeRoy Magee
Arthur Nesius	Don N. Smith
Chester Howard	Richard A. Davio
R. H. Noel	
L. D. Donaldson	

At present the group has 325 members and is headed by Richard A. Davio, Commander, William C. Dorman, Quartermaster and George Rowe, Adjutant.

Andy Anderson Post No. 125, of the **AMERICAN LEGION** was founded August 26, 1941 with 18 charter members. The original officers were Dr. Harry Parker, Commander, Dr. A. J. Weirick, Sr. Vice Commander, Robert C. Berkhardt, Jr. Vice Commander, Frank B. Berry, Adjutant, Godfrey N. Anderson, Finance Officer, Jay M. Auble, Chaplain, Dr. Egon Von Bieberstein, Historian and Archie L. Taboe, Sgt.-At-Arms.

The Club participates in community improvement, Child Welfare, Americanism, assistance to Veterans and through its officers represents the veterans before the Veterans Administration. This post has about 750 members.

Recent officers are: William T. Cauley, Commander, Gardner S. Foskett, Sr. Vice Commander, Robert J. Sansbury, Jr. Vice Commander, William A. Rettig, Historian, John McRoberts, Sgt.-at-Arms, Stacy C. Miller, Service Officer and Herbert Rose, Adjutant and Judge Adv.

"We believe the principles of the Declaration of Independence and the Constitution of the United States and the civil liberties they guarantee, to be in danger from extremists of both the right and left. Accordingly we dedicate ourselves to research and investigation of public issues, that they may be discussed and determined freely, openly and intelligently and to promote public scrutiny of the motives and methods of movements which distort and would destroy the democratic processes." This is what the **PINELLAS ASSOCIATION FOR CONSTRUCTIVE THINKING** believes. This organization was founded May, 1965 and officially chartered June 29, 1965. The original officers were: Edward T. Whitney, President, Stanley Caplan, Vice President, Betty E. Dyckman, Secretary, Ray G. Harrison, Treasurer, Ruth

Dyckman, Editor and Marian Iley, Research Chairman.

All meetings of this Club are open and no admission is charged to the public. There are at present 69 members. Recent officers are Edward T. Whitney, President, Lewis H. Homer, Vice President, Betty Dyckman, Secretary, Ray G. Harrison, Treasurer, Ruth Dyckman, Editor and Mary Gordon, Research Chairman.

The only war which the U.S. has engaged in which was fought entirely with volunteers was the Spanish American War. Local veterans of that war have united into General Leonard Wood Camp No. 8 **UNITED SPANISH WAR VETERANS**. This group was founded December 15, 1915 with 19 charter members. The first commander was Frank Selmar. This Club has the largest membership in the United States.

Recent officers of this organization were: George Hoffman, Commander, James Grace, Sr. Vice Commander, Carl Mengel, Jr. Vice Commander, E. Escarraz, Adjutant and Quartermaster and J. W. Henry, Chaplain. There are presently 53 members of the local camp.

Present Officers are: George Hoffman, Sr., Vice Commander; J. W. Henry, Chaplain; E. Escarraz, Adjutant & Quartermaster; William Kapphan, Musician.

Women Political

The **LEAGUE OF WOMEN VOTERS OF ST. PETERSBURG** — was founded in the Spring of 1939 with 25 charter members. This non-partisan Club works for a better informed citizenry and also to give candidates a chance to be heard by the voters. This writer recently speaking to the Clearwater Chapter said — "This organization is the only one involved in politics that treats it as a science and not as a disease."

Recent Presidents have been: Mrs. Edward B. MacLean, Mrs. Schuyler P. Brown (two terms). Present Officers are: Mrs. Michael Freeman, President, Mrs. Alfred Smith, 1st Vice President; Mrs. Travers Putnam, 2nd Vice President; Mrs. Leigh Kennedy, Jr., Secretary; Mrs. David L. Dickson, Treasurer.

The **ST. PETERSBURG WOMEN'S REPUBLICAN CLUB**, an organization of 1160 members was founded in 1947. The first President was Mrs. L. L. McMasters.

The Club maintains a year-round office staff, manned by volunteers. The Club makes contributions to various worthwhile activities including P.A.L. and the Salvation Army.

Past Presidents of the organization include:

Mrs. L. McMasters
Mrs. J. Frank Houghton
Mrs. Harold McGeorge
Mrs. Edward Turville
Mrs. Frank Williams
Mrs. Albert Huth
Mrs. Lyle Chaffee
Mrs. John Slamon

A recent President was Mrs. Lynne VanderPoel and her fellow officers included Mrs. Leo Shippy, 1st Vice President, Mrs. Clair Fulreau, 2nd Vice President, Mrs. Fionnu Stimson, 3rd Vice President, Mrs. Louise Oberkirch, Recording Secretary, Mrs. Harold McGeorge, Corresponding Secretary and Mrs. Mary Tracy, Treasurer. This Club is one of the largest of its kind in the nation.

Any woman believing in the principles of the Republican Party and intending to support its candidates may join the **PINELLAS COUNTY WOMEN'S REPUBLICAN CLUB**.

This organization was founded July 10, 1963 with 35 charter members. It has now grown to 331 members. The original officers were Mrs. Joseph Dopico, President, Mrs. Edgar L. Kiefer, 1st Vice President, Mrs. Emerson Rupert, 2nd Vice President, Mrs. George Silbernagel, 3rd Vice President, Mrs. Al J. Decker, Recording Secretary, Mrs. J. L. Bucciero, Corresponding Secretary and Mrs. Elizabeth D'Orsay, Treasurer. Mrs. Kiefer served until 1967.

Recent Presidents have been: Mrs. Lyle Chaffee (1967-1968), Mrs. James O. Moberley (1968-1970).

Mrs. Margaret Cobbe is presently the President of the **ST. PETERSBURG WOMEN'S DEMOCRATIC CLUB**. Other Officers are: Mrs. Herbert J. Einboden, 1st Vice President, Mrs. C. E. Maxwell, 2nd Vice President, Mrs. Floyd Rogers, Recording Secretary, Mrs. George LeDuc, Corr. Secretary, Mrs. Everett C. Lingelbach, Treasurer, Mrs. John F. Kennedy, Chaplain, Mrs. Frances Rose, Historian.

Past Presidents of the organization include:

Mrs. Luke R. Kaleel	Mrs. W. K. Cleghon
Mrs. E. A. Pearsall	Mrs. O. B. Davis
Mrs. Art Marshak	Mrs. Andrew Potter
Mrs. Betty Boose	Mrs. J. E. Walker
Mrs. D. H. Amos	Mrs. Paul Hoxie
Mrs. A. E. Hanson	Mrs. Lee Sheffield
Mrs. Ray Price	Mrs. John Rimes
Mrs. John F. Kennedy	Mrs. Chas. J. Schuh
Mrs. James L. Moed	

With the intent of securing more and better informed voters, the **LEALMAN DEMOCRATIC WOMEN'S CLUB** was organized April 3, 1962. Membership is limited to registered Democrats and at present there are 20 members in the organization.

The original officers were Katherine Albright, President, Virginia Busby, 1st Vice President, Anna Foulks, 2nd Vice President, Mary E. Foulks, Secretary and Ruth Cheshire, Treasurer. Recent officers were Ruth Cheshire, President, Anna Foulks, 1st Vice President, Ida Sconyers, 2nd Vice President, Mary E. Foulks, Secretary, Florence Baling, Treasurer and Daisy Shook, Historian. The only two Presidents have been Katherine Albright (1962-66) and Ruth Cheshire (1966-).

The Club works to support Democratic Candidates

and also to get people to the polls. A monthly paper "The Democrat" is put out by the Club.

General

The manufacturers of Pinellas County have gotten together and organized the **PINELLAS MANUFACTURING ASSOCIATION**. This organization was started December 15, 1958 with Albert Bramlett, President, Clarence Anderson, Vice President, David Weinfeld, Treasurer and G. Jack Wilson, Secretary. Past Presidents include:

Albert Bramlett	N. Dale Holleman
G. Jack Wilson	Joseph Schiereck
John Dudinsky	Edwin Redmer
Albert Bramlett	Marshall Hanks
James Cornell	

Recent officers were Robert Massie, President, Milton Sheen, Vice President and Earle Halstead, Treasurer. This group works to secure constructive legislation towards industrial growth, to increase business connections among members and to encourage and support the development of industries in Pinellas County.

The St. Petersburg Branch of the **ENGLISH SPEAKING UNION** was founded March 23, 1959 with 29 charter members. The purpose of this organization is to further understanding between the citizens of the United States and the British Commonwealth of Nations. The present membership is 94.

The original officers were: Mr. Roger Hawthorne, President, Mr. Ellis H. Shively, 1st Vice President, Mrs. John Stalker, 2nd Vice President, Miss Joan Lees, Secretary, Mrs. Hon Sutcliffe, Treasurer and Mr. L. C. Shroeder and Dr. C. F. Zeek, members of the board. The Present Officers are: Mr. Peter S. Bolger, President; Dr. Wm. C. Wilbur, 1st Vice President; Dr. John Tivney, 2nd Vice President; Mrs. H. H. Marsales, Secretary; Miss Phyllis Varley, Treasurer; Dr. W. Bryan Bolich, Parliamentarian; Mrs. Frank Dustan, Life Chairman. Presidents of the organization are:

Mr. Roger Hawthorne	Mr. George Blacktopp
Mr. E. H. Shively	Mrs. Frank Dustan
Mr. Louis Shroeder	Mr. R. Lawrence Burchell

There are seven chapters of the **P.E.O.** sisterhood in St. Petersburg, Florida. P.E.O. (the initials stand for something but it is undisclosable because it is part of the ritual) is an international organization which works for educational and charitable projects.

Each year the P.E.O. sisterhood helps students with over \$7,000,000. in scholarship loans. Also it sponsors the International Peace Scholarship and Cottey College in Nevada, Missouri.

There are Seven chapters located in St. Petersburg.

Recent Presidents were:

D Katherine Rowles	BP Ethel Derks
AB Jean Chambers	CB Jessie M. Rothe
AJ Jessie Veit	CV Dorothy Dickson
BC Elfa Sanders	

One very active organization in St. Petersburg is **THE CATHOLIC DAUGHTERS OF AMERICA, COURT SANCTA MARIA No. 952** which was formed in St. Petersburg, April 19, 1925 with 82 charter members.

This Club contributes to many valuable projects such as helping Korean and Vietnamese expelled priests, supply the Holy Father's Warehouse with new and used clothing, supplied in the past over 17,000 rosaries and also the Club's members have served as volunteers in hospitals and for the Red Cross. Presently there are 307 members engaged in these activities.

At present Mrs. Betty Gresser is the Grand Regent. Other present officers are: Mrs. Madeline O'Brien, Vice Grand Regent; Mrs. Helen Purcell, Prophetess; Mrs. Elenore Wagner, Financial Secretary; Mrs. Evelyn Sullivan, Historian; Mrs. Kathryn Wynne, Treasurer; Mrs. Leone Mitchell, Monitor; Miss Margaret Chartener, Sentinel; Mrs. Chrystine Flood, Lecturer; Miss Beatrice Boudreau, Organist.

Past Grand Regents include:

Mrs. Mathilda La Fleur	Mrs. Hazel Bivona
Miss Alice Patchen	Miss Mae Quinn
Miss Mae Brennan	Mrs. Mary Hower
Mrs. Celia Gomersall	Mrs. Helen Schell
Mrs. Kate Stephenson	Mrs. Charlene
Miss Mae Paden	Cunningham
Mrs. Ann McVay	Mrs. Mary Sulzbach
Mrs. Florence Haverlin	Mrs. Jeanne Constantin
Mrs. Mary Kennedy	Mrs. Charlene
	Cunningham
	Mrs. Helen Schell

The **CATHOLIC DAUGHTERS OF AMERICA, COURT OF ST. ANN No. 1645** was founded October 25, 1953 with 74 charter members.

Like the other Catholic Daughters groups in St. Petersburg, it works for community as well as international projects. This group has made contributions to Vietnamese Priests, P.A.L., Needy Korean Children, the Heart Fund and the Cancer Fund. Also they sponsor a poetry contest in the Spring.

Present officers of the organization are: Ethel M. Biggs, Grand Regent; Marion Jordani, Vice Grand Regent; Stella B. Oden, Prophetess; Catherine Batman, Financial Secretary; Laura Cooper, Historian; Clara F. Bruns, Treasurer; Rose C. Gerner, Monitor. Past Grand Regents of this organization are:

Elizabeth Fouche	Mary Kane
Gertrude Haugh	Emma McMahan
Louise Fennell	Lucy Mullenax
Bernadette Williams	Helen T. McGuigan
Alice Scheidell	

The Sunshine State **MATCHCOVER CLUB** is a state-wide organization with an important branch here in St. Petersburg. The group is made up of people who enjoy the hobby of collecting matchcovers. Mr. Glen A. Speers has one of the largest collections in the nation and he has displayed it all over the United States. Mrs. Speers is also active and was President

1963-65. Other Past Presidents of the organization include:

Charles H. Sitter	Ruth M. Speers
Jack Sell	Myrtle Mitchell
George H. Lewis	Ruth Speers
Ellen Deer	Alfred Policke

Present Officers are: Elizabeth Perkins, President; Stuart Mitchell, Vice President, Ruth Speers, Recording Secretary; Alfred Policke, Treasurer and Corresponding Secretary.

Amateur radio has interested men and women since the radio was invented. The **ST. PETERSBURG AMATEUR RADIO CLUB, INC.** grew out of earlier Clubs and was started in 1946. It became incorporated May 29, 1954.

The present officers are: Lew Sieck K4NE, President; Bob Greenfield WB4QVB Vice President; Naomi R. Spence W4TDK, Secretary, Treasurer; Burton Daisey, WA4MHR, Trustee.

Milton Smith	Robert Spiers
Wayne Cole	Roland Lapierre
T. C. Haseltine	A. J. Zuchelli
Thor Larson	J. Burton Daisey
Ed Ebur	J. Dillman
Marvin Kaniss	Adolph E. Moebs
Wm. J. Foley	John Smith
Joe Pitzer	

There are at present 112 members of this Club.

A group of collectors interested in studying historical and art objects is the **COLLECTOR'S CLUB**. This Club is sponsored by the **ST. PETERSBURG HISTORICAL SOCIETY**. This Club works in connection with the historical society and the two go together to help make one of the finest museums in the South.

The original officers were: Major George Robinson, President; Walter P. Fuller, Vice President; Mrs. J. L. Klutts, Jr., 2nd Vice President; Mrs. J. T. Bonney, Secretary; Mrs. W. Wheatley, Corresponding Secretary and Mrs. Lucille Kirkpatrick, Treasurer. The present officers are Mrs. Frank Dustan, President; Lorin Smith, 1st Vice President; Major George Robinson, 2nd Vice President; Mrs. W. R. Shoup, Secretary; Mrs. A. J. Lindstrom, Corresponding Secretary and Mrs. Florence Markham, Treasurer. The Club was founded July 12, 1955.

The **ST. PETERSBURG STAMP CLUB** was founded February 10, 1923 with 15 charter members. This Club is a member of the American Philatelic Society, The Florida Federation of Stamp Clubs and the National Federation of Stamp Clubs.

Past Presidents of this organization are: Alfred E. Newman, Nat B. Brophy, Edward M. Fisher, H. E. Warner, York Bridell, Ashley C. LeDuc, Dr. W. L. Babcock, H. H. Hitchcock, Charles O. Parks, Sr., Max Amiel, Walter C. Paige, W. Hayden Collins, Ashley C. LeDuc, E. W. Monroe, Paul H. Segnitz, F. O. Blackburn, Henry

T. Van Dyke, James T. Vaughan, T. G. Gustafson, Mrs. Arthur G. Lane, Edward P. Radford, Sr., Mrs. Ashley LeDuc, Howard L. Headland, Mrs. Arthur G. Lane, and Mrs. Polly Van Dyke.

The present officers are: Louis A. Bustillo, President; Maryette B. Lane, 1st Vice President; Fred Wegner, 2nd Vice President; Helen E. Searinen, Secretary; Lawrence A. Bustillo, Treasurer; John S. Haag, Richard F. Logan and L. Walter Moon, Directors.

St. Petersburg is fortunate to have an organization where writers can gather and receive the help and criticism of an audience and fellow writers, this organization is the **ST. PETERSBURG WRITERS CLUB**.

The Present Officers are: Myron J. Quimby, President; Vyvyan Henson, Vice President; Myron J. Quimbly, Secretary; Herbert C. Duvall, Treasurer; Anette M. Snapper, Publicity Officer; Marie Johnson, Hostess.

Past Presidents have been: Edlje Ridgely, Alpha La Force, Virginia Eady, Frank Morrison and Mary E. Gross.

University and Greek Letter Clubs

One thing you have to say for St. Petersburg when you look at a list of all the Clubs active in the city, her citizens certainly are joiners. Apparently this habit goes back to their college days by the looks of the list of the Greek Letter organizations. No less than 44 Greek Letter organizations are active in the city and this total, when added to the other Alumni Associations brings the total number of Alumni Associations in St. Petersburg to one hundred and five. Since their number is too great to tell about each group in detail a list of the groups active in St. Petersburg is herewith given.

ALABAMA UNIVERSITY
ALPHA CHI OMEGA
ALPHA DELTA KAPPA
ALPHA DELTA PI
ALPHA GAMMA DELTA
ALPHA OMICRON PI
ALPHA PHI
ALPHA SIGMA TAU
ALPHA TAU OMEGA
ALPHA XI DELTA
ALPHA XI-EPSILON SIGMA ALPHA
AUBURN UNIVERSITY
ALBION COLLEGE ALUMNI
ALLEGHENY COLLEGE ALUMNI
BATES COLLEGE ALUMNI
BETA SIGMA PHI (a couple of chapters of this)
BETA SIGMA ALPHA
BETA SIGMA PHI
BETA THETA PI
BOWDOIN CLUB
BROWN UNIVERSITY
BUCKNELL
CENTRE COLLEGE ALUMNI

CHI OMEGA
 UNIVERSITY OF CHICAGO
 COLBY COLLEGE
 CONVERSE COLLEGE
 DARTMOUTH
 DELTA DELTA DELTA
 DELTA GAMMA
 DELTA OMICRON
 DELTA SIGMA THETA
 DELTA TAU DELTA
 DELTA ZETA
 DE PAUW UNIVERSITY
 DICKINSON COLLEGE ALUMNI
 EARLHAM COLLEGE
 ELMIRA COLLEGE
 EMORY UNIVERSITY
 EPSILON SIGMA
 EPSILON SIGMA ALPHA
 FERRIS INSTITUTE
 UNIVERSITY OF FLORIDA ALUMNI ASSOCIATION
 FRAMINGHAM
 GAMMA PHI BETA
 GAMMA PSI
 GENEVA COLLEGE
 GEORGIA STATE COLLEGE
 GEORGIA TECH. ALUMNI
 GETTYSBURG COLLEGE CLUB
 FLORIDA WEST COAST HARVARD CLUB
 ILLINOIS ALUMNI
 INDIANA UNIVERSITY
 INTERNATIONAL STEWARDESS ALUMNI
 UNIVERSITY OF STATE OF IOWA ALUMNI
 ASSOCIATION
 ST. PETERSBURG JUNIOR COLLEGE
 KAPPA ALPHA
 KAPPA ALPHA THETA
 KAPPA DELTA
 KAPPA SIGMA
 LEHIGH ALUMNI
 MAINE UNIVERSITY
 MARSHALL UNIVERSITY

MINNESOTA ALUMNI
 M.I.T. ALUMNI
 MOUND PARK NURSES ALUMNI
 MOUNT UNION ALUMNI
 NATIONAL COLLEGE OF EDUCATIONAL ALUMNI
 UNIVERSITY OF NEW HAMPSHIRE
 NITTANY LION ALUMNI
 NOTRE DAME CLUB OF FLORIDA
 OHIO NORTHERN UNIVERSITY
 OHIO STATE UNIVERSITY
 PENNSYLVANIA STATE
 PHI MU
 PI BETA PHI
 PHI DELTA THETA
 PHI RHO PI
 PRINCETON ALUMNI ASSOCIATION
 RUTGERS UNIVERSITY
 SIGMA ALPHA EPSILON
 SIGMA ALPHA IOTA
 SIGMA KAPPA
 SIGMA NU
 SIGMA SIGMA SIGMA
 SIGMA XI
 SMITH COLLEGE CLUB
 SPRINGFIELD COLLEGE ALUMNI
 STEVENS COLLEGE ALUMNI
 SYRACUSE UNIVERSITY
 TAU KAPPA EPSILON
 THETA SIGMA PHI
 THETA UPSILON
 UNIVERSITY OF VIRGINIA ALUMNI
 WELLESLEY CLUB
 WEST POINT SOCIETY OF ST. PETERSBURG
 WHEATON (ILL.) COLLEGE
 WISCONSIN UNIVERSITY
 WOOSTER, OHIO COLLEGE ALUMNI
 XI ALPHA TAU CHAPTER OF BETA SIGMA PHI
 YALE CLUB
 ZETA TAU ALPHA
 ZETA TAU OF DELTA OMICRON

Special Report XII

WELFARE

Human Welfare; Social Welfare, (call it what you like except Charity); from the beginning in St. Petersburg has been characterized by three notable things:

1. St. Petersburg was well nigh the first city in Florida to get organized and going on Welfare (Capital W).

2. Its pattern was unorthodox because it was a pioneer effort in virgin territory.

3. It has been a mixture of a minimum of Bureaucracy; moderate to high doses of ability; a maximum of dedication and enthusiasm.

The brilliant record on local welfare which will be described briefly in the following pages contrasts sharply with the performance of the Florida Welfare Agency in most of the other 66 counties of Florida; a dismal record of incompetency, insufficiency, neglect and in extreme instances simple plain non-functioning. A notable example of this has been the failure of most Florida counties to take part in the cooperative Federal-County free surplus food distribution to the hungry. (Vigorous shake up and considerable improvement in this food program occurred in mid 1967 due to Federal prodding. Editor.)

Where St. Petersburg and Pinellas County had full, competent, experienced personnel, (often volunteer), the State as a whole has experienced a 40 per cent annual personnel turnover because of low pay and other destructive and discouraging elements.

As the record will show local citizens have ample reason to be proud of Welfare activities in St. Petersburg and Pinellas.

Four women deserve the primary credit for starting the whole thing.

First there was Martha Eustis from Syracuse, New York. Second — and a big second — was Mailande Weems Holland, fresh from a sheltered, cultured upbringing on a Mississippi plantation.

Flankers of this great "backfield" were Betty Collins and Margaret Wallace. Mrs. Collins was from Lima, Ohio. Mrs. Wallace, by mischance was born in St. Petersburg but spent practically her entire first twenty

years of life in Cedar Rapids, Iowa.

There you have it; New York, Mississippi, Ohio, Iowa. It would be hard to find a more representative national distribution.

All of this started in 1927, approximately 43 years ago. The seed was brought from Syracuse by Mrs. Eustis, where there was a Junior League. She had belonged to it there. She was from a distinguished family, the men of her family being traditionally lawyers and her lawyer-brother also served sixteen years in Congress.

The question naturally occurs; why did these favored young women from the upper circles of society and economic well being, commit themselves to a program that dominated their lives, two of them until they died, the other two are still active? The answer to that question is to explain the greatness of the United States and no thumb nail answer is required by this writer. You also know the answer in your heart.

The four and their statistics, listed alphabetically are:

(The founders and their daughters or daughters-in-law, all active leaders currently in the Junior League.)

Betty Collins (Mrs. Leland); Sally Collins Wallace, daughter of Betty Collins and daughter-in-law of Margaret Wallace. Mrs. Collins died March 7, 1954 in her birth town of Lima, Ohio. At that time she had married a second time — to Julius Soloman.

Martha Eustis (Mrs. Richard); Sally Eustis Roney (Paul). Mrs. Eustis died December 28, 1967 at her Snell Isle home.

Mailande Holland (H. W. — Jack); Donna Becker Holland and Carol Whitehurst Holland, daughters-in-law. The H. W. Hollands live at 831 Brightwaters Boulevard.

Margaret Wallace (John B.); Sally Collins Wallace (Mrs. William P.), daughter of Mrs. Collins. The Wallaces live at 1420 - 45th Avenue North. Martha Rudy Wallace, daughter of Merle Rudy. This second Wallace family lives at 749 - 17th Avenue N.E.

This writer cannot refrain from adding that Mr.

John B. Wallace and he both served for approximately a quarter century each on the St. Petersburg Planning and Zoning Board. John's brother, Henry, was Secretary of Agriculture as was the Wallace brothers' grandfather. Henry was also Vice President of the United States under Franklin Roosevelt. Mrs. Margaret Wallace's father was a part owner of the Harrison-Powell Hardware store, a great pioneer merchandising firm which was recently absorbed by Maas Bros. St. Petersburg store.

Mailande Holland soon became recognized as the leader of the original group of four. And it is essentially fair to say that from the 1927 inception until the County Juvenile Welfare Board was established by law in 1947 this organization was the fountainhead of all major welfare activities in the city.

In fact such inspiration continues a major force in work of this kind even unto now. For example, currently there is approaching fruition construction of a "Regional Center for Retarded Children," the first and only one in the entire state. This will be built just north of St. Petersburg, financed entirely through State and Federal funds. The P.A.R.C. (Pinellas Association for Retarded Children) worked unceasingly to have legislation passed which made this possible — the same group is sponsoring and building, with private funds, an enlarged "Mental Retardation Center" for the training and care of preschool children and emergency residential care at 75th Street and 31st Avenue North. The inspiration and working force behind these programs has been Mrs. Langston Holland (Carol). St. Petersburg also boasts an active "Institute for Achievement of Human Potential," an important sounding name with a more important purpose.

Also quite remarkable is the fact that despite the truly time and energy consuming character of the Junior League work these women have maintained an even keel; avoiding the all too often mistake of neglecting family, society and church in pursuit of charity or welfare goals.

This facility is particularly notable in the case of Mailande Holland. She and Mr. Holland have had three sons; Elliott W., born July 20, 1928; Albert C., born May 20, 1931, died March 8, 1942; W. Langston, born July 16, 1936. The two sons are partners at law with their father.

The present generation has little concept of the dismal local picture that confronted the young bride and her associates. Economically the community was in collapse and Mr. Holland's earnings as a young lawyer were understandably meager.

Unemployment at the abrupt end of the 1925 boom became with shocking suddenness perhaps 60 percent. In a period of less than three months perhaps 6000 wage earners perforce left. The experience of this writer was not untypical. Although he was one of the fortunate few — his bank balances were generous and receivables totaled multi-millions (darned few pennies ever flowed from the latter) he saw disaster ahead. He had about 80 salesmen, all but a handful

being the hand-to-mouth variety (whiskey oftener than solid food); some high pressure boys, "one call" salesmen, a few steady ones, some plodders. There was a longer and longer line each Friday for a "draw." The draw, be it known, is the death of a salesman.

In the dilemma your reporter chose drastic surgery for which he soon was thankful. Each salesman was none too delicately offered money for a one way ticket to any northern city of his choice, plus a modest sum for eating and "going" money. This disposed of most and the then booming New York stock market promptly absorbed them. In fact later he was the guest of honor at several real whiz bang New York parties staged by his ex-salesmen. A handful stuck here, one is currently head of a very prosperous business.

In that now distant day, the typical weekly or monthly worker was out or low on money come Monday after payday. Bank savings were not then a fetish. Most people were justifiably leary of banks. In fact there was no federal relief or welfare agency of any kind. Or state agency. Or County Agency. Or City money.

There was a yawning gap on such things between the past and the now. There had until recently been a rural pattern of life. People had gardens. They had shelves full of home-canned food instead of stacked deep freezers. Some even had cured meat. People knew how to fish. There was game to kill. In a depression 20 years prior to 1927 the Fullers ate supper only after the two boys got home from school, rowed out into the river and caught supper. People were more self reliant because they had to be to survive. And the fortunate ones were more generous. It was no social stigma to accept food from a neighbor.

People didn't live in stacked apartments or not too often in close packed homes. Churches carried food baskets to the temporarily unfortunate on need and not just on Christmas.

The situation can be best described by relating a telling by a brilliant woman speaker at a fairly recent annual banquet of the Pinellas County Building and Contractors Association. She reported that for 12 years she had lived in a Fifth Avenue Apartment in New York, without ever having spoken to a fellow tenant or known his or her name, and left for a country town in Virginia. In this country town she encountered temporary family difficulties and the neighbors flocked in with food and housekeeping assistance and she made the wonderful discovery, as she said in her own words, that "The further apart the houses are the closer together the people are."

But the reader whose age bars comprehension of life before the dark days of the Nineteen Thirties when the genius of Franklin Roosevelt created his alphabetic days of WPA, FERA, PWA, ad infinitum, finds it hard to realize that there were no organized charities, no unemployment benefits, no minimum wage law, no FDIC, no Social Security. If the job ran out the money ran out and as the Florida Crackers put it, "It was root hog or die." The old rural economy was gone when the new one collapsed in 1925.

And that was the community and the status of the economy and Society into which Mailande Holland came in 1927. The valiant four soon became several dozen, an idea was born. It took the name of the Junior Service Club, later to become the Junior League. It was born the first year of Mrs. Holland's life in St. Petersburg. From it all organized charity in St. Petersburg, and to a major extent in Pinellas County, sprung.

First enterprise was a thrift shop. Clothes were collected. Altering and sewing, if necessary, was performed, the clothes sold for a trifle. The next year as things became more desperate, a free milk distribution to needy children was inaugurated; continued until in the perhaps darker days of 1933 this was taken over by the PTA.

A baby clinic was started in 1930. This was taken over by the County Health Department in 1936.

A significant milestone occurred in 1932 when the first trained case worker was employed. If you knew her wage, you living in this age of affluence would be skeptical or shocked. This of course was the prelude to the City Welfare Department in 1933.

Organizations proliferated from there. In fact it was soon necessary to organize a Social Agency Exchange in order to avoid duplication, and this in turn grew into the Council of Agencies, and this still again evolved into the Community Welfare Council.

The names of agencies and the types of service from that point are fairly familiar to a considerable fraction of the current generation; Prenatal and Sick Baby Clinic; Family Service; Child Guidance Clinic; Dental Clinic; Children's Service Bureau; and on and on.

The basic secrets and causes of this amazing success story are simple. The national Junior League, first off, has tough and realistic procedures. The prospective Junior Leaguers, come, obviously, from the more well-to-do families and those with social backgrounds or ambitions. But they go through a tough apprenticeship, a probation period, where the first thing they learn is they are setting their trim toes on no primrose path but a tough, down-to-earth (and a messy earth) program of hard work, and no dirt swept under the rug.

Second, a thorough city wide survey and no stars-in-the-eyes. Find the facts. Catalogue them. Don't just hold meetings, organize; then go around hopefully looking for some Good-To-Do. Know first what needs doing and then organize effectively to do it and have a charming but hard boiled whip cracking to see that it's done by cracky!

Third, keep studying, keep surveying. Change before complacency and structural ossification sets in.

Fourth, watch growth and at the right time switch from volunteer part time workers to full time professionally trained personnel.

And that's what Mailande Holland has been doing for forty years.

Going back to Item Four, such a pivotal switch point came in 1947 when Pinellas County voters ap-

proved its Juvenile Welfare Board and its members were appointed by Governor Millard Caldwell. First move was for a survey and report by a disinterested expert. For this job, a Mr. Crowe was engaged, and it is significant that this report was so sound that it has furnished guide posts ever since. But even that expert was human and that he had a tough pragmatic group of dedicated women breathing down his neck is attested by the last item in his expense account. This document's last line reads:

"\$1.00 Aspirin."

In the Congressional Record on the "Kefauver Report on Juvenile Delinquency" there are 33 pages given over to the organization and workings of the JWB to serve as a model for other areas throughout the nation. Mr. Kefauver said in the report that it was an organization and plan which other cities should study and consider, that it was both unique and effective.

When the Juvenile Welfare Board wanted to have an in-school-counseling service as a demonstration in the public schools to check on children with delinquent tendencies, the League furnished a Psychiatric social worker for the project.

A teacher would often say, "I could have told you last year that Johnnie was going to get into trouble." All right, tell the case worker and they will try to head this off.

Doctor Williams, director of the JWB compiled questionnaires which were used for each child in the first, second and third grades and through these the potential delinquents were found and helped. So effective was this service that it was incorporated into the schools and became county wide.

An important milestone for the whole program will occur probably in June, 1968 when a new Juvenile complex costing approximately \$980,000 will open at Pinellas Airport to house Juvenile Court, detention areas and complete facilities for delinquent children. Truly an inspiring chapter in the history of St. Petersburg. (This magnificent building was indeed opened and dedicated in June. Editor.)

The lusty child of the Junior League, the county wide Juvenile Welfare Board, after its prenatal days, came into actual being in 1947. Its inspiring, spiraling, and continually expanding activities, are briefed as follows:

In 1944, recognizing the need, the Juvenile Judge and the Welfare Council of the Junior League, appointed a conference committee, which after a year's work produced a legislative bill to create a Juvenile Welfare Board. The bill was passed subject to a referendum, which was approved 4 to 1. No adequate source of operating money being dependably available an amendment to the law provided for County funds. This was gradually increased over the years to a maximum of one-half mill county wide for the Board and the Juvenile Court. Currently the levy for this purpose is .44201 mills with .43874 tentatively set for the coming year.

Pending availability of funds the Junior League

financed a survey of the county to pinpoint and catalogue the needs.

In 1948 a Director and staff were employed and a Child Guidance Clinic and a Child Welfare unit activated. The first foster home for dependent, neglected and abandoned children was established. Another home was established for the detention and care of delinquent children.

In 1949 a training course for professional Juvenile workers was set up, the public schools were drawn into the program and a system of visiting teachers established. The following year formal agreements were established between the public schools, social agencies and the Juvenile Court. In 1951 a law was secured setting standards, inspections and licensing of day nurseries, private kindergartens and foster homes.

In 1953 a Homemaker Service was added. In-school counseling, which had gradually been expanded, was absorbed by the Special Education Division of the public schools.

Organized programs for care of retarded children were started — first in the State.

In 1957 after all existing programs had enjoyed steady expansion premarital and marital counseling services were added. Group counseling was begun at the Florence Crittenton Home, Dr. Herbert D. Williams, the first director, resigned in 1958 and was replaced by the present director, George H. Finck.

In 1960 a White House conference on Children and Youth was an important milestone nationally in this work. Because of its early start and great success the director of the local agency took a leading part in the conference.

The large and very capable staff of the Board now functions from County headquarters in St. Petersburg, at 3455 First Avenue South, with a branch office in Clearwater. There are now 21 case workers. The volume of work and activities is enormous. There are in the county 90 kindergarten and day nurseries, and 250 day care nurseries. The St. Petersburg Junior College gives a course which leads to a degree in Early Childhood Education.

And all this was started by four young women inspired by love for their fellow man, an acute sense of responsibility and just endless hard work.

The Juvenile Welfare Board and staff at present are:

Board

Robert E. Coleman, Jr. DD, Clearwater, Chairman
Mrs. Charles S. Baker, Palm Harbor, Secretary
John W. Bonsey, St. Petersburg, Vice-Chairman
Board of County Commissioners*

Robert A. Halvorsen, St. Petersburg
Judge of Juvenile Court*

Mrs. H. W. Holland, St. Petersburg
Thomas B. Southard, Ph.D., Clearwater
Mrs. Roy M. Speer, St. Petersburg

Staff

George H. Finck, ACSW, Ph.D., Director
Nenabelle C. Dame, ACSW, Marriage and Family Counselor

Ruth G. Mayos, ACSW, Marriage and Family Counselor

Frances M. Carnegie, Secretary

Katherin J. Jones, Administrative Secretary

*These members are stipulated in the Juvenile Welfare Board Act.

Other members are appointed by the Governor.

Worthy of record is the following detailed chronological record of the Junior League of St. Petersburg (headquarters 1515 1/2 Fourth Street North):

History of the Junior League of St. Petersburg, Florida, Inc.

1927 — Junior Service Club organized, (became Junior League 1931).

1927 — Established Clothing Distribution Center (Thrift Shop).

1928 — Established Milk Fund.

1930 — First baby incubator for Mound Park Hospital; Established Well Baby Clinic.

1931 — Junior Service Club became Junior League.

1932 — Employed Trained Case Worker; Established Social Agency Exchange and formation of Council of Agencies (now Community Welfare Council); Established Pre-Natal Clinic and Sick Baby Clinic.

1933 — Employed Public Health Worker for Clinics.

1937 — Furnished and equipped Mound Park Hospital Children's Ward; Established Children's Service Bureau.

1938 — Established Children's Theatre.

1942 — Established Puppet Theatre.

1945 — Audiometer Hearing Test program for Public Schools.

1946 — Radio Program "Books Bring Adventure."

1947 — Crowe Survey for Juvenile Welfare Board.

1949 — In-School Music Appreciation Series done by Radio Committee; \$2,500 to the Community Day Nursery for building fund; \$5,000 for Physiotherapy pool at the American Legion Hospital for Crippled Children; Bookmobile for the Public Library.

1950-1952 — Salary for Psychologist for the Experimental School Counseling Service.

1953 — \$10,000 to the Child Care Committee for the Negro Community Day Nursery.

1954 — \$1,440 to the Visiting Nurses Association for clerical worker; First Symphony for Young Listeners; TV Committee series "Sharps and Flats" to prepare children for Symphony.

1956 — Science Kits to schools for science television series; \$10,000 for the erection and furnishing of one room for Parkland School, special education school for Pinellas County Public School system for handicapped children.

1957-1958 — \$6,000 to Christmas Toy Shop for building; \$1,500 for Hypo-Hyper Thermia machine for Mound Park Hospital; \$6,000 for educational television brochures; \$650 for educational television programming.

1959 — \$6,700 to Family and Children Service, Inc., for new building; \$6,032.35 to Board of Public Instruction of Pinellas County for 27 television sets, 4 Vu-Graphs, and 3 Vu-Graph screens; \$300 to Pinellas County Youth Symphony.

1960-1961 — Survey for Community Welfare Council on unmet needs with results published in booklet, "Are You Project Hunting?"; \$12,200 to the Science Center of St. Petersburg, Inc.; \$850 to Pinellas County Youth Symphony for music Conference-in-Miniature; \$300 to Pinellas County Youth Symphony.

1961-1962 — \$10,000 to the Science Center of St. Petersburg, Inc.; Published second edition of "Are You Project Hunting?" booklet; \$6,630 to 14 agencies the League had supported in the past, chosen from the "Are You Project Hunting?" booklet; With League help, WEDU published a monthly Selective Programming Guide; \$300 to the Pinellas County Youth Symphony.

1962-1963 — \$10,000 to the Science Center of St. Petersburg, Inc.; \$7,200 to the Community Day Nursery South; \$400 to the Pinellas County Youth Symphony for their music library; \$2,500 to the Christmas Toy Shop; Ninth Annual Symphony for Young Listeners; \$300 to the Pinellas County Youth Symphony; Long term financial plan for the Science Center of St. Petersburg, Inc. \$10,000 for the 1st year, \$8,000 for the 2nd year, \$6,000 for the 3rd year, and \$4,000 for the 4th year; Three-year project completed for Community Welfare Council with publication of "New Ideas in Community Projects" booklet.

1963-1964 — \$2,500 toward the salary of Mr. Thomas Briccetti as Composer-Conductor of the Pinellas County Youth Symphony; \$35,000 to the Museum of Fine Arts for the entrance hall; \$7,000 to be paid each year for the next five years; Tenth Annual Symphony for Young Listeners; Continuing support of the Science Center 4-year contract; Charter revision.

1964-1965 — Continuing support of the Museum of Fine Arts; Continuing support of the Science Center; Eleventh Annual Symphony for Young Listeners at the Bayfront Center; Completion of By-Laws Revision and adoption of new By-Laws, Standing Rules and Policies; Relocation of Thrift Shop to 835 Central Avenue.

1965-1966 — Continuing support of the Museum of Fine Arts; Continuing support of the Science Center; Twelfth Annual Symphony for Young Listeners at the Bayfront Center; Community Appreciation Week in celebration of 35th Anniversary.

1966-1967 — \$4,000 to Little Ears Program of the Speech and Hearing Clinic of Greater St. Petersburg toward salary of teacher of pre-school deaf children; Continuing support of the Museum of Fine Arts; Continuing support of the Science Center; Thirteenth Annual Symphony for Young Listeners at the Bayfront Center Arena. Performed by Pinellas County Youth Symphony; Visit by AJLA Consultant on Arts, Nancy Breslin.

1967-1968 — \$4,500 to Little Ears Division of

Speech and Hearing Clinic of Greater St. Petersburg for salary of teacher of pre-school deaf children; Completion of long term financial plan for the Science Center; Continuing support of Museum of Fine Arts; \$31,000 for 3 year Family Life Education program in co-sponsorship with Family and Children Services, Inc.; \$2,800 to underwrite the fee of Arthur Fiedler for the St. Petersburg Symphony Pops Concert; \$1,000 given to the Pinellas County Youth Symphony hired for Young Listeners in May, 1968; Thrift Shop moved to 844 Central Avenue.

Current officers of Junior League are: Mrs. Wm. P. Wallace, President; Mrs. Upham Allen, Vice President; Mrs. James M. Baker, Treasurer; Mrs. Stanley C. Shaver, Jr., Recording Secretary; Mrs. Thos. S. Miller, Corresponding Secretary.

Past Presidents

Mrs. H. W. Holland (Mailande).....	1929-30
*Mrs. Julius Solomon (Betty).....	1930-31
*Mrs. Neil W. Upham (Rachel).....	1931-32
Mrs. H. W. Holland (Mailande).....	1932-33
*Mrs. Austin Whitener (Louise).....	1933-34
Mrs. John P. Welch (Mary).....	1934-35
Mrs. R. Joseph Dew (Peggy).....	1935-37
*Mrs. Allen C. Grazier (Dolly).....	1937-38
Mrs. Al D. Strum (Shirley).....	1938-39
*Mrs. Sterchi Rutland (Helen).....	1939-40
Mrs. John Hugh Cantrell (Dorothy).....	1940-42
Mrs. Jerome L. Watson (Florence).....	1942-43
Mrs. P. D. Summey, Jr. (Virginia).....	1943
Mrs. James H. Purcell (Hughes).....	1943-44
Mrs. J. Howard Gould (Eleanor).....	1944-45
Mrs. Francis H. Langley (Sarah).....	1945-46
Mrs. Diehl T. Cantrell (Laura).....	1946-47
Mrs. Tom S. Pierce (Cary).....	1947-48
Mrs. Laurence D. Childs (Sallie).....	1948-49
Mrs. Charles L. Farrington (Sunny).....	1949-50
Mrs. Bayard S. Cook, Jr. (Doris).....	1950-51
Mrs. John F. Knowlton (Betty).....	1951-52
Mrs. William Bond (Mary Lee).....	1952-53
Mrs. A. Mack Wing (Peaches).....	1953-54
Mrs. Sam T. Johnson (Annette).....	1954-55
Mrs. John I. Goddard (Bettie).....	1955-56
Mrs. Rowland Wood (Mary).....	1956-58
Mrs. Curtis W. Bowman (Louneal).....	1958-59
Mrs. Sam H. Mann, Jr. (Mary Joan).....	1959-60
Mrs. J. Bruce Smith (Mary).....	1960-61
Mrs. Paul Hawkins (Emily).....	1961-62
Mrs. James M. Newton (Margaret).....	1962-63
*Mrs. Beamer Brooks (Ruth).....	1963-64
Mrs. E. Robert Burns, Jr. (Moir).....	1964-65
Mrs. John P. Wallace (Martha).....	1965-66
Mrs. Curtis G. West (Patricia).....	1966-67
Mrs. Joseph Fleece (Joanne).....	1967-68
Mrs. William P. Wallace (Sally).....	1968-69
*Deceased	

Mound Park Hospital

Mound Park Hospital and its predecessors have been serving St. Petersburg since 1906 when Dr. John

D. Peabody and A. P. Avery combined to help organize the St. Petersburg Sanitarium. As usual in the early days E. H. Tomlinson contributed financial support to the cause.

This sanitarium lasted but 2 years and was to be replaced by the Good Samaritan Hospital in 1910. This hospital was also known as the St. Petersburg Emergency Hospital. However its facilities soon proved inadequate and a larger hospital was sought.

The hospital which opened in March of 1913 was known as the Augusta Memorial Hospital, named for the mother of E. H. Tomlinson. Later the hospital's name was changed to City Hospital and in 1923 to Mound Park in reference to the large Indian Shell Mound which was located near the hospital.

Since 1923 Mound Park has undergone many enlargements. In 1923 a bond issue enabled the size of the hospital to be increased to 60 beds. In 1937 a major construction job called for the construction of an entirely new building, financed in part by a PWA loan. This area now known as "B" building is the oldest part of the hospital and has been closed. Other

portions have been closed, explaining the sharp drop in total beds for 1970.

In 1952 the first four floors of the main building were constructed and later three more floors were added. In 1960 the outpatient-psychiatric wing was opened. Roser Hall was opened in 1966. Mound Park presently has a capacity of 722 beds and serves over 21,000 patients a year plus 30,000 in the emergency room. The chart below shows the growth of the hospital in terms of capacity.

1906	15 beds
1913	22 beds
1923	60 beds
1937	130 beds
1952	333 beds
1956	416 beds
1959	524 beds
1960	570 beds
1965	647 beds
1966	722 beds
1970	582 beds

There are three major private hospitals in the City in addition to Mound Park.

Special Report XIII

CULTURE

Organizations and activities in St. Petersburg itself and cities and communities within a few minutes or an hour or so in the field of music, art, theatre are numerous and diversified. Substantial growth from a pioneer beginning in 1914 to 1970 is typically reflected in the growth of the St. Petersburg Art Club.

First organized art activities in St. Petersburg started in 1914 with the formation of the Art Club of St. Petersburg belatedly following the moving to Tarpon Springs in 1886 of George Inness Senior and Junior who eventually made that small town and the Church of the Good Shepherd famous.

J. Liberty Tadd and his wife, and daughter Edith Tadd Little of Philadelphia started the Club with the eager assistance of the Misses Elsie and Clara Browning and Dr. George Baumgras.

Other meetings followed and in 1915, at the Huntington Hotel, the Club was formed as the first organization of its kind on Florida's West Coast. Mrs. A. F. Thomasson was elected president and the first exhibition was held in a vacant store room on Third Street. Featured were the paintings of George Inness Jr. and Joseph Pennell, the well known etcher, lithographer and author from Philadelphia.

The first Art Club meetings were held on the second floor of a city-owned building, only partially finished, at 201 Beach Drive Northeast. The club was incorporated in 1923 with George E. Bartlett, Sr. as its president. As stated in its charter, the club had been organized "to aid in whatever may tend to stimulate and encourage an appreciation of art and a love of the beautiful in our city and community." Dues were set at five dollars.

Some notable exhibitions were sponsored in the club's early years. The Inness exhibition of ten landscapes and sketches loaned by Mrs. J. Liberty Tadd, Walter P. Fuller, F. W. Williamson and Joe B. Aiken, was called the "most notable event in the artistic life of Florida."

Other exhibitions that followed in 1924 and 1925 included etchings and wash drawings of wild bird life

by Frank W. Benson, one of the "Ten Painters of America"; paintings from the Southern States Art League, paintings from the Pennsylvania Academy of Fine Arts, loaned by the American Federation of Art, and illustrations by Marshal Frantz from stories published in the nation's leading magazines. Frantz wintered in St. Petersburg for many years.

Inness, a club member, had numerous other exhibitions in the club's galleries, and each opening was considered a notable event in St. Petersburg artistic life.

When the Florida Federation of Art was organized in Orlando on April 7, 1927, the Art Club of St. Petersburg became one of its charter members. The Florida Federation's traveling show has been exhibited here each year since then.

The coming of the depression in the early Thirties brought the club a fight for survival. Annual dues were dropped to \$3.25 to secure members, who then numbered a mere 84. A program of free classes for adults and children was set up, and study groups formed. In 1936, the Works Projects Administration came to the rescue with its Federal Art Project, and that year held an exhibit of paintings and prints from the Art Students League in New York City. Mrs. Eve Alsman Fuller was State Director.

Friction developed between Charles G. Blake, who was president during 1937-1938, and the WPA. Blake's efforts to have the Federal Government put up a new fireproof building were unsuccessful. The club was sadly lacking in funds and only due to loans by loyal members, it weathered the storm.

There had been two notable events in 1934: the Beaux Arts Ball held in March of that year at the Jungle Country Club Hotel, and the outdoor art mart put on during the Festival of States in Williams Park. The Beaux Arts Ball became an annual event and for eight seasons was held at the city's leading hotels. This annual event was originated by Walter P. Fuller.

After World War II, the Art Club expanded its activities and in 1949 initiated summer art classes for

children. Twelve artists, working without compensation, served as instructors, and 117 students were enrolled, between the ages of eight and fifteen. At this time, membership reached an all time high and the original dues were restored.

In the summer of 1963, the building at the approach to the Municipal Pier where the club had been situated almost from the start, was scheduled for demolition. This was the location that had been selected for the city's fine new Museum of Fine Arts. In its place, the club moved to a store building at 4314 - 6th Street South, in the South Side Shopping Center, where it still is.

The move has proved beneficial for club activities. Noted artists have augmented the teaching staff, giving lessons to adults and children alike. More classes were started. Workshop groups are better attended. The new gallery has proved too small at times to accommodate spectators and Maas Brothers store has donated its gallery for noteworthy demonstrations.

Membership has increased and the Beaux Arts Ball has been revived. Now known as the Artists Masquerade Ball, it is expected to become an annual event.

Club presidents through the years have been:

1915-1919	Mrs. A. F. Thomasson
1919-1921	George W. Bartlett, Sr.
1921-1922	S. R. McIntosh
1922-1923	Major Lew B. Brown
1923-1925	Frank Jonsburg
1925-1927	Walter P. Fuller
1927-1929	Winifred Long
1931-1935	Walter P. Fuller
1935-1936	Mrs. Walter P. Fuller
1936-1937	Mrs. Edgar Hays Long
1937-1938	Charles G. Blake
1938-1939	Fred Sass
1939-1940	Fred C. Minhemmer
1940-1941	Theodore Zeidler
1941-1942	Fred C. Minhemmer
1943-1945	Mrs. Edith Richcreek
1945-1946	Mrs. Helene Golding
1946-1947	Mrs. L. A. Cherel
1947-1948	Mrs. Edith Richcreek
1948-1949	Emmett Sutton
1949-1951	Theo Powell
1951-1952	Miss Janet C. King
1952-1953	Mrs. Flora Rozier
1953-1954	Miss Evelyn Longley
1954-1955	Mrs. Marion Olsen
1955-1956	George Brown
1956-1957	Mrs. Marion Olsen
1957-1958	James Robie Elliott
1958-1959	H. Griffin Richcreek
1959-1961	William M. Aikman
1961-1963	James Robie Elliott
1963-1964	Lee N. Griggs
1964-1965	H. Griffin Richcreek
1965-1966	Paul N. Berner

1966-1967	Mrs. John Chandler
1967-1968	Ernest Tartler
1968-1969	William Johnston
1969-1970	Mrs. William Rowlett

The St. Petersburg Museum of Fine Arts

The St. Petersburg Museum of Fine Arts, which is located at 255 Beach Drive was founded as a result of Mrs. Acheson Stuart's offer to provide the income of a \$1,000,000 trust fund to begin one, provided the City would provide the site and other private citizens would lend their support. During the first year of operation at its present location, the Museum had 180,000 visitors.

The Museum is particularly concerned with children of elementary school age and efforts are made to encourage them to come to the Museum. The Museum publishes a quarterly, the *Pharaohs*, which goes to all 4200 members and other museums and educational institutions. There is also a library of books maintained at the Beach Drive location.

Original Officers

Mrs. Acheson Stuart, President
J. Shirley Gracy, Vice President
Barr Rimer, Treasurer
Clementine J. Sherman, Secretary
Rexford Stead, Director

Officers for 1969-1970

William R. Canning, President
Dr. Jack A. MacCris, Vice President
Mrs. Clementine Sherman, Secretary
J. Lee Ballard, Treasurer

TRUSTEES: Howard A. Acheson, J. Lee Ballard, Wilbert R. Canning, Thomas Dreier, George F. Foley, Baya M. Harrison, William B. Harvard, Mrs. H. W. Holland, Edward T. Imparato, Stephen R. Kirby, Mrs. Harry R. Mack, Charles W. Mackey, Dr. Jack A. MacCris, Mrs. Orville N. Nelson, Angel P. Perez, Paul H. Roney, Maurice Rothman, Dr. Mark Sheppard, Mrs. Peter Sherman, Mayor Don L. Spicer, Rexford Stead, Mrs. Acheson Stuart, Mrs. Calvin P. Vary.

There were 1150 charter members. The Museum has nine exhibit galleries, seven of which are used for examples from the growing permanent collection, and two of which are used for special loan exhibits which are changed every month or six weeks. The Museum operates on a budget of \$179,000 yearly, with membership dues and private contributions supplementing Mrs. Stuart's Trust. Over 200 regular volunteers help in running the Museum.

In addition to this information on the Museum itself, there is a sort of auxiliary to the Museum known as the Margaret Acheson Stuart Society, Inc., which is popularly known as the Stuart Society. They serve the Museum in whatever way help is needed.

The membership of this organization is 350.

Original Officers

Mrs. Stephen Kirby, President
Mrs. H. W. Holland, 1st Vice Pres.
Mrs. E. G. Acheson, Jr., 2nd Vice Pres.
Mrs. O. D. Bleakley, Treasurer

Mrs. P. C. Hawkins, Rec. Secretary
Mrs. D. R. Kenerson, Corresponding Sec.

Present Officers 1970-1971

Mrs. Thos. N. Fluharty (Annis) President
Mrs. E. R. Hilton, 1st Vice Pres.
Mrs. H. A. McQuillen, Jr., 2nd Vice Pres.
Mrs. James A. Knowles, Recording Sec.
Mrs. James K. McCorkle, Corresponding Sec.
Mrs. Robert M. Goheen, Treasurer
Mrs. Winston C. Heibner, Assistant

History of the Florida Suncoast Opera Association, Inc. St. Petersburg, Florida

The purpose of the Florida Suncoast Opera Association, Inc. was as follows:

To produce grand opera, meeting the highest possible level of artistic performance with reliance on community talent and resources organized into the Florida Suncoast Opera Company;

To sponsor grand opera by bringing recognized stars to St. Petersburg and the Suncoast area to perform with our Company;

To create an interest in and an appreciation of grand opera among young people;

To sponsor scholarships for training in opera for young men and women with unusual talent.

The Association was an organization of interested supporters and the fee for membership \$10 per year, which entitled a member to a 10% reduction in the cost of his ticket, the privilege of voting at general meetings, and an invitation to social events.

The St. Petersburg Civic Opera Company, forerunner of the Florida Suncoast Opera Association, was organized in 1964 with Mr. Glenn Velboom, Jr. as president. There were nine (9) members.

The first general manager and artistic director of the Company was Mr. Thanos Mellos, who began his work on June 16, 1965 and presented the first production *CARMEN* on December 17 of that same year.

Presidents of the Florida Suncoast Opera Association have included:

1964-65 Glenn Velboom, Jr.
1965-66 Glenn Velboom, Jr.
1966-67 Marion Ross
1967-68 Herman Goldner

A service guild was organized on October 29, 1964 for the purpose of assisting the then St. Petersburg Civic Opera Association whenever possible, through education programs, promotion, and securing patrons, donors and benefactors for the open performances. The general meetings of the guild include programs on the many facets of the opera which brings to them member information on stories, music, technique, and history.

The primary responsibility of the Opera Guild is through personal service and fund raising for financial support of the Opera Association.

The first president of the Guild was Mrs. James Turner. Other presidents have included:

1964-65 Mrs. James Turner

1965-66 Mrs. James Turner
1966-67 Mrs. Marion Ross
1967-68 Mrs. Wesley Williams

Local talent represented in the Association's first performance was, from the Mellos Studio for the Performing Arts, Miss Jane Murry as Carmen, Mrs. Doris Bernstein as Michaela, Miss Patty Sue McCarty as Frasquita, and Mrs. Christine Buhrman as Mercedes and Harry Waller as Zuniga. The guest artists were Mr. Jon Crain as Don Jose and Sidney Buckley as Escamillo. Conductor for *CARMEN* was Maestro Thomas Briccetti of the St. Petersburg Symphony, Elena Nikolaidi of the Metropolitan Opera and Florida State University was stage director, Mr. Russell Whaley of Tampa and the University of South Florida was Technical Director.

In keeping with one of the goals of the Opera Company, that of the growth and development of local talent instead of the importation of "big name" stars, the local and area persons were used, predominantly, throughout this production. The Chorus for this Opera was composed of local singers, mostly housewives, mothers, businessmen and women.

All the costumes for this production were created by friends of the Opera Company at minimum cost. The sets were executed in Tampa.

The second production for the company was *ELIXIR OF LOVE* by Donizetti, staged on October 28th and 29th. Representing the local and Florida talent were: Miss Patty Sue McCarty as Adina and David Martin. Guest Artists were: William Dembaugh and Lee Cass. Maestro Thomas Briccetti conducted the St. Petersburg Symphony, Edward McGuire was stage director and Judith Lee Johnson of St. Petersburg was Choreographer. The Chorus of this production was composed of local people. Both the sets and the costumes were executed in St. Petersburg by friends of the Opera Company.

The third presentation under the direction of Thanos Mellos was the twin-bill production of *SUOR ANGELICA* by Puccini and *CARMINA BURANA* by Carl Orff, presented on April 21, 1967.

The cast for the *SUOR ANGELICA* was composed of all St. Petersburg singers. Miss Jane Murry as the Princess, Mrs. Doris Bernstein as Sister Angelica, Mrs. Christine Buhrman as the Monitor and Miss Patty Sue McCarty as Sister Genevieve. The other roles were sung by selected members of the St. Petersburg Civic Opera Women's Chorus.

The *CARMINA BURANA* featured the above lead singers plus Mr. William Walker of St. Petersburg as Tenor Soloist and Mrs. Hedi Svendsen as Soprano Soloist. From the State Opera of Munich and Berlin came Mr. John Modenos, a former student of Director Mellos, as guest artist.

Featured as ballet for the *CARMINA BURANA* was the Pennsylvania Ballet Company of Philadelphia, which performed the dances in composer-accepted ballet for this work, the internationally known choreography of John Butler of New York.

The Chorus for the CARMINA was an augmented group of 155 singers composed of St. Petersburg Civic Opera Chorus and soloists plus the Florida Presbyterian College Chorus, the First Presbyterian Church Oratorio Singers and the St. Petersburg Boy Choir.

The sets and costumes for the production were executed locally. The set designer was Thanos Mellos, set builder was Ralph Brown of Tampa.

Because of the suggestions by many, the 1967-68 season found the St. Petersburg Civic Opera renamed the Florida Suncoast Opera Association. Requests of neighboring cities to expand the Association's activities to their areas, fully justifies this move.

The first production of the Florida Suncoast Opera that season was a performance of Gluck's masterpiece ALCESTE (first act) performed in its original version with English translation, together with exciting excerpts from popular operas entitled "Scenes from the Fascinating World of Opera." These excerpts will be from the operas BARBER OF SEVILLE by Rossini, DER FREISCHUTZ by Weber, COSI FAN TUTTE, by Mozart and AIDA by Verdi. The entire performance will be in concert form with orchestral accompaniment.

The second performance of the 1967-68 season was MERRY WIVES OF WINDSOR, a comedy opera by Otto Nicolai on March 26, 1968. It featured a cast of approximately 100 including the Florida Suncoast Opera Chorus, a full orchestra, and ballet group.

The main public library has a record section in addition to its book section on the arts. The director of libraries is DeLyle P. Runge, Fifth Street and Third Avenue, St. Petersburg.

Public Schools

The Pinellas County public schools have a coordinator of art instruction and a director of music education on the instructional staff. Thomas H. Rothchild is director of secondary curriculum.

Seventeen art teachers, fourteen speech and dramatics teachers, and thirty-eight music teachers are included on the teaching staff of the city schools.

The number of students in the secondary schools electing arts subjects total 2,460 in art, 1,064 in speech and dramatics, and approximately 4,000 in music.

In the adult education program nineteen evening classes in art, with a total enrollment of 401 students, and ten classes in music, with a total enrollment of 156 students, were taught last year. Louis H. Meeth, Jr. is supervisor of general adult education.

Educational television station WEDU has presented programs in art, dance, theatre and music for in-school and evening viewing.

St. Petersburg Junior College, with Michael M. Bennett as president, offers and conducts courses in art, creative dance, drama and music; and concerts, recitals, art exhibitions and theatrical productions, open to the public, are presented during the year. Jack Mauney is the registrar.

Gibbs Junior College has course offerings in art

and music. Mrs. Johnnie R. Clark is dean of instruction.

Radio and Television

The fourteen radio stations and three commercial television stations offer programs in the arts.

Sun Coast Ballet

Organized in 1956 by a small group of dance teachers to form a "corps de ballet," and provide the opportunity for talented students to participate in ballet, the non-profit organization of thirty dancers has a supporting membership of 350 who contribute to the budget of \$1,500.

Rehearsals are held at local dancing studios, and four performances are given during the year in St. Petersburg High School Auditorium to an estimated total audience of 4,000. The artistic director is Geraldine Lennox, 925 Tyrone Boulevard North, St. Petersburg.

Church Drama Guild

Started in 1959 by the director and an interested group to present drama "as a means of and to religious worship" and as a worshipful experience, this non-profit organization of forty amateur participants is supported by eight local churches and 250 individual memberships. There is no established budget at this time.

Rehearsals are held in local churches "every other Tuesday," and last year three productions of five performances each were given in local churches to an estimated total audience of 2,250. The founder and director is Edward L. Carroll, P.O. Box 1438, St. Petersburg 31.

St. Petersburg Little Theatre

Organized in 1933 by an interested group of theatre patrons for the performance "of the best in theatre" for entertainment and culture for the citizens of St. Petersburg, the Little Theatre is a non-profit organization of 200 player members and 1,600 memberships, and has a budget of \$28,000. The budget is made up from memberships and box-office sales.

Rehearsals are held at the Little Theatre, owned by the organization and seating 450, and six major productions are presented during the season to an estimated total audience of 10,800. The president is Mrs. Eugene Webster, P.O. Box 2808, St. Petersburg. The theatre is located at 4025 - 31st Street South.

On April 13, 1933, a six-inch story on an inside page of The Times said that members of the Player's Club had agreed to form a Little Theatre. Little it was. No money; no place to perform.

But eventually they had to produce a play, so on September 26, 1933, the curtain went up on "The Poor Nut" a pre-protest-era collegiate spoof with nary a hippie on the set. The action took place at the Phi Sigma House. The cast contained some familiar names to current Little Theatre members, including Frances Joyner, Howard Weston, Charles Adams and Griff Richcreek.

Cartoonist Wally Bishop was supposed to play the lead in the November 1933 production of "Outward Bound," but Bishop flew to New York after the casting and wasn't heard from again until the day before the first performance when he wired he was on his way and flew 1,200 miles to St. Petersburg, just in time to be told he had been replaced in the part. He acted in and directed later productions.

The plays in that era were presented in Mirror Lake Junior High School, but the dream of a building for the theatre started early. A headline in the Evening Independent, September, 1933, announced "Little Theatre's Leaders Planning for New Building." The planning took a while.

The year 1934 was a banner year for Little Theatre. Frances Joyner's production of "Caleb Stone's Death Watch" won a state little theatre association award for the best one-act play, and Little Theatre's float in the Festival of States parade won first prize.

In 1937, the theatre got its first paid director. Capt. Patrick Walters, ex of the Queen's Royal Marines. He organized workshops and make-up lessons. By that time Little Theatre had acquired a store-front headquarters at 26th Street and First Avenue N. where rehearsals were held and scenery painted, but the plays still went on at the school. Walters was hired for \$15 per week "till our finances get better." They never did.

To repeat an oft-used phrase, in 1942 Little Theatre went to war. More accurately the war came to Little Theatre. With major training bases across the bay in Tampa and in Bayboro Harbor, the city grew quickly, playing host to thousands of troops, many of whom liked the place so much they became part of the great civilian population explosion after the war was over.

With a \$15 used curtain, seats donated by the American Legion and varnished by the members, the first show in the new theatre opened in June 1942. "Liliom," which in Hungarian means "roughneck," opened with Frank Joyner and Irving Clark directing with Mary Halsey, Yvonne Fawcett and Howard Weston in the leads.

Despite the bans on driving and lack of money and males, the theatre managed to stay open throughout the war and in the post-war years paid off its mortgage and started to put away some money for building a truly modern theatre building.

In September 1958 St. Petersburg Little Theatre moved to its new \$125,000 home on 31st Street S. A big mortgage.

"Teahouse of the August Moon" christened the new building. The theatre's new building opened up a new era — a large audience, a continuing search for more demanding plays, and more demanding audiences too.

The summer musical took a place in the schedule beginning with "Pajama Game" and "Guys and Dolls."

The summer experimental theatre has produced plays during the past four years.

A major addition to the building for an enclosed

lobby, art gallery, was completed in 1967 adding additional wardrobe and green room space.

Florida Philharmonic Orchestra

Organized in 1953 by an interested group of music lovers and musicians, the orchestra of fifty-five professional union musicians dedicated to the performance of the finest classical orchestral literature, is supported by the Philharmonic Society with a budget of \$32,000.

Rehearsals are held at the small auditorium of Local 427, and concerts are presented in Boca Ciega High School Auditorium. Last season twelve concerts attracted an estimated total audience of 10,000 music lovers. The musical director and conductor is Bernard Rosenthal.

Florida Philharmonic Society

Organized in 1953 to promote and develop the Philharmonic Orchestra, the society of 750 members raises the budget of \$32,000 for the performing group. The budget is made up through memberships, patrons, donors, and concert ticket sales. First president was Edward F. Brantley.

Mrs. Helen Roberts was a moving spirit in merging this group with the St. Petersburg symphony.

St. Petersburg Municipal Band

Organized in 1916 and sponsored by the City of St. Petersburg and the Music Performance Trust Funds of the Recording and Television Industries through Local 427, this organization of twenty-six professional musicians under musical director J. G. Lefter, performs a fourteen-week series of "free" concerts, four afternoon concerts per week, at the bandstand in downtown Williams Park, December through April. The approximate total budget is \$22,000 and the series attracts an estimated total audience of 300,000 each year. J. G. Lefter may be contacted through Local 427, 911 Third Street South, St. Petersburg.

St. Petersburg Symphony Orchestra

Organized in 1951 by the Carreno Music Club to provide the opportunity for citizen participation in a symphony orchestra, this "community orchestra" of eighty musicians, some professional and others non-professional but all paid, was supported by a membership of 1,200 patrons, Mrs. R. W. Roberts, the Music Performance Trust Funds of the Recording and Television Industries through Local 427, the City of St. Petersburg, and concert ticket sales. The last budget was \$25,000 and the professional conductor is Leon Pouloupoulos.

Rehearsals are held Friday evenings in the St. Petersburg High School auditorium, and six concert performances, including "Pops" concerts are given in the auditorium during the year. An estimated total

audience of 8,000 attended last season's concerts. The president is Mrs. R. W. Roberts, 515 Brightwater Boulevard, St. Petersburg.

Allied Arts Council of Greater St. Petersburg

Organized in 1961 by a group of interested citizens including Mayor Herman Goldner, the purposes of the council are "(a) to further cultural arts in the Greater St. Petersburg area through publicizing and coordinating the efforts of those individuals and groups engaged in cultural activities; (b) to foster and encourage theatrical, musical, literary, artistic, and related endeavors to provide a central clearing house for their respective events and by lending financial assistance and advice to such organizations so engaged."

Festival of Religion and the Arts

This was organized in 1959-60 by the general chairman and a group of church musicians and religious leaders to stimulate deeper thought and action on the part of religious leaders and the public with respect to the nature of the close relationship existing between art and religion and to make the members of churches and community more aware of the cultural organizations and endeavors of the community.

Recreation Department

The department conducts classes in art and crafts with 1,545 citizens participating. Children's and adult music groups attract approximately 300 participants each week, and an estimated total of 2,000 dancers participate in special and square dance programs each week. The department employs a full-time music supervisor.

The total recreation department budget is \$450,000 administered by Jack Puryear, superintendent of parks and recreation.

Architectural Anthology, St. Petersburg, Florida

By C. Randolph Wedding, AIA

If we can disregard the very early history of St. Petersburg's vernacular architecture, it would seem to me that the major architectural achievements in our community divide themselves into approximately three periods.

The first of those periods would begin around 1920 and lasting until the crash in 1929. It was during this period that such structures as the Municipal Pier, the Florida Theatre Building, Florida Power Corporation, Willson-Chase, Rutland's Department Store, etc., were constructed. During this boom period the skyline of St. Petersburg was created, and it existed in that form, with minor modifications, for many years.

With the advent of 1929 and its financial disasters, St. Petersburg, architecturally, came to a standstill.

During the late 30's, a minor revival in available commissions returned and some building was done, but nothing of major significance was created in the period of the late 30's as prosperity began to return to our country.

Architecturally, then as the community began to emerge from the economic disaster of the 20's it was met head-on by the lean war years of 1940 to 1946.

After the war, we entered the second major period in our development post-war revolution.

This period, as everyone knows, was centered around the single-family residence and the one-man, one-house rule was the order of the day. St. Petersburg was no exception. In the 1946 to 1950 period, enormous numbers of single-family dwellings caused a minor building boom in our community, but major architectural structures were not enhanced to any extent.

Around 1950, several significant new buildings were erected in St. Petersburg. In this period from 1950 to 1960 such buildings and structures as the band shell in Williams Park, which represented an architectural departure from previous thinking in a rather stagnated environment, and the St. Petersburg Federal Savings & Loan Building, on First Avenue and Sixth Street South, came into existence. Maas Brothers, of course, became a major architectural fixture in our City. The advent of the Shopping-center made its impact on the various portions of our community, that were then blossoming.

During this period, however, the older buildings dating back to the 20's, were pressed into vigorous service in order to meet the needs developed by the community in solving their problems, and many of them needed renovation badly. The late 50's saw the renovation of First Federal Savings & Loan, in downtown St. Petersburg, the creation of a new First Federal Headquarters farther out from the City's core, and the renovation of the First National Bank Building. These, I believe, were the symptoms of our emerging economy.

Moving into the 60's, the need for services was no longer able to be met by the now older and decaying buildings existing in the community since the 1920 era. Many of these began to come down. The Plaza Theatre was already gone, the Florida Theatre is gone, the Chamber of Commerce Building, nee the old Post Office, jail, etc., had disappeared. The Royal Palm Hotel has disappeared. The Spa Pool Area, the Municipal Pier, and many others, all disappeared in the 1960's. They had simply outlived their usefulness.

With the removal of the railroad from downtown during this period, opportunities for downtown developing were strengthened. Many, new buildings came into existence, so that today we see a vast new skyline being developed in St. Petersburg, with perhaps its most ambitious goal the fifty-million dollar Bayfront Center complex, including the 15-story St. Petersburg Hilton Hotel.

While the Center is somewhat in doubt at this

writing, it still remains a grand concept of Super Block development, which can, in fact, be the nucleus for future and continuing activity in the downtown of St. Petersburg.

To mention a few buildings that have significantly played a part in the development of the "new" St. Petersburg during the 60's, you would have to mention the new First Presbyterian Church on Beach Drive, Presbyterian Towers, a 15-story apartment building which was the first building of its size to be constructed in this town since boom days. Shortly thereafter followed Lutheran Apartments, at 16 stories. Many buildings were renovated also during this period — the Willson-Chase Building, the Empire Building. The Chamber of Commerce and its headquarters, designed during the 50's, was also updated. Outstanding is a new 7-story structure further up Central for the Florida National Bank. The St. Petersburg Times launched into a land acquisition and expansion program in its downtown location for its main offices, a striking handsome 5-story building at Fifth Street and First Avenue South.

In line with the current thinking on the development of open spaces within our Cities, St. Petersburg Federal led the way with a parking and garden facility creating an oasis in the City. They were followed shortly thereafter by First Federal Savings & Loan in the creation of two additional downtown projects, designed with this in mind and shortly thereafter by the City Bank & Trust Company, in the same vein. All of these things are indicators of concern on the part of business for the environment in which we live. The Carlton Towers, Plaza Fifth Avenue, the John Knox Apartments — all of these things are symptoms of the burgeoning of St. Petersburg that will be, tomorrow.

The strikingly beautiful County Court building at Sixth Street and First Avenue North nears completion. The General Telephone Building at Eighth and First Avenue North has a major addition under construction. The County Health Building East of Mound Park Hospital (Bayfront Medical Center) was recently completed.

If, in fact, we can achieve our hopes for Bayfront Center and we can at the same time continue to see erosion of older buildings, as they outlive their usefulness and are pulled down in order to create room for the new, we are indeed on the threshold of a new age of environmental development in St. Petersburg, and, of course, in this situation architecture is the key element required.

Mrs. Helen (Robert W.) Roberts

Mrs. Helen Roberts, widow of Robert W. Roberts, 515 Brightwaters Blvd., Snell Isle, with her breadth and diversity of interest, enthusiasm, personal knowledge of and love for music, love of people, generosity with her money for almost more than four decades has led the procession in the creation of an atmosphere of culture in a community that until recently had been more a desert than oasis. To restate rather briefly, Mrs.

Roberts has been the leading apostle and angel of culture in St. Petersburg and most remarkable is the fact she celebrated her 90th birthday August 30, 1970.

This statement in no sense should detract from the luster and credit due Mrs. Mailande (Hurley W.) Holland in the more than a quarter century of pioneering and leadership in the fields of welfare, charity, public health, child care and related fields, nor from Mrs. Acheson Stuart for her generous seed money of one million dollars, the end result being the city's magnificent museum of fine arts.

These three great, generous and kind women deserve the lion's share of the honor and the thanks from near a quarter million people for contributions to culture.

No male deserves any credit worthy of mention in this connection, unless it perhaps should be Oscar Kreutz, President of the First Federal Savings and Loan and the spearhead of many a community betterment crusade.

The entire list of local organizations which have benefited from Mrs. Roberts' generous checkbook would be so long as doubtless to be embarrassing to that fine lady. Confining the list to important organizations of a clear cultural nature the roll-call would line up as follows:

Carreno Music Club — Cosmopolitan Club — Interlock Club — Museum of Fine Arts — National Federation of Music Clubs — Robert and Helen Roberts Music Center at Florida Presbyterian College — Roberts Youth Center — St. Petersburg Boys' Choir — St. Petersburg Civic Opera — St. Petersburg Garden Club — St. Petersburg Symphony Society Inc. — St. Petersburg Woman's Club — Stephen Foster Memorial Music Contest — Benefactor to many rising young artists.

Mrs. Roberts was born on August 30, 1880 in the town of Oconomowoc, State of Wisconsin, where she continues to spend her summers. Her ethnic background is French; her maiden name being Helen Derse, one of five sisters. Her parents were from Alsace, France. Mr. Roberts' parents were Welsh. Mr. and Mrs. Roberts had no children. Mr. Roberts died aged 76 in 1950 in St. Petersburg.

The couple were poor when they married. He worked for the Milwaukee Forge and Machinery Company and at the time Mrs. Roberts was midway through Teachers' Normal School.

They gradually acquired stock in the company. Mrs. Roberts proved to be a shrewd, hard working business woman. She eventually became a director and treasurer of the company which principally makes truck, tractor and farm machinery parts.

The company has never had a strike. It pays Union wages, plus and maintains friendly and intelligent relations with the workers.

Since Mr. Roberts' death Mrs. Roberts has continued to manage her financial and business affairs shrewdly. Until recently she answered business mail

with handwritten letters. She then learned to type.

Her donations of time and money to culture, musical, charitable and educational activities in St. Petersburg are fabulous. They include:

President — St. Petersburg Womans Club — Eight years.

President — Carreno Music Club — Eight years.

President — Women of the Chamber of Commerce — Two years.

President of the Interloch Club — Two years.

President of Catholic Charities — Two years.

President of Auxiliary of St. Anthony's Hospital — Two years.

President of St. Petersburg Symphony

Vice President of Ambassadors Club.

Board Member American Legion Crippled Children's Hospital

Board Member — Goodwill Industries.

State Chairman of Finance of the National Federation of the National Federation of Music Clubs and National Board Member at large.

She is a member of St. Raphael's Church.

Trustee of Florida Presbyterian College.

In order to get Roberts Youth Center started she paid \$20,000 for a building site. She also bought land for a parking lot for St. Anthony's Hospital. She

established \$500 scholarships for Young Musicians for the Florida Federation of Music Clubs.

In 1963 she engineered a difficult merger of the two local musical groups, The St. Petersburg Symphony and the Florida Philharmonic Society into the St. Petersburg Philharmonic Society Inc. Recently she had a hand in working out amicable non-conflicting activities between St. Petersburg and Tampa Musical groups.

Mrs. Roberts paid for the \$378,000 Music Center at Florida Presbyterian College. Her total gifts and donations in St. Petersburg undoubtedly run into the millions.

Her own words best explain her long years, constant work and generous purse.

"All my interests and activities are what keeps me young. My one prayer is that the Lord will spare me long enough to do all the things I want to do for St. Petersburg."

And there we have the cultural story of St. Petersburg; growing but still scanty. Leading the procession are obviously Mrs. Roberts, Mrs. Mailande Holland and her quarter century leadership in welfare and culture, Mrs. Acheson Stuart with her million dollars of seed money for the Museum of Fine Arts.

And it is equally obvious that the almost quarter of a million of people of this city cannot be lofted to the heights of culture their wealth and leisure justify and require on the wings of three angels.

Special XIV

WORSHIP

More people proportionately worship a God or Superior Being of their own choosing in St. Petersburg probably than in any other major community in the world. Probability is stronger as to the United States.

Americans are a religious people. Most of the original thirteen colonies were founded by groups seeking religious freedom. They also wanted the right to own property and escape from government by tyrants.

That unique document therefore, the Constitution of the United States, has a flooring supported by three pillars; freedom of religion, unquestioned free enterprise including right to own property and a government managed by leaders chosen by the people. Free choice of a religion is doubly assured by prohibition of existence of any governmentally sponsored or endorsed religion. No other major nation in the world has such an arrangement.

Why does St. Petersburg lead all the rest? First, its people come preponderately from rural areas, notably more church going than urban areas. Oldsters predominate and this group more than the young are church oriented. Churches primarily appeal to the middle class with the poor and rich the poorer church attenders. Typical St. Petersburgers are middle class, middle roaders. Hence churches.

St. Petersburg has about 180 churches representing about sixty denominations.

And why must one be vague about how many churches there are in St. Petersburg and how many denominations? There are many reasons. And many opinions. What is a church? What makes a group a denomination? These opinions range from those of the Christ, who said, "Where two or three are gathered together in my name," to tough Tax Assessor Haines who says that a church is a building, the major portions of which are openly and publicly devoted to non-profit religious services, and is in court to enforce his views.

And is religion limited to the Christian religion? If so, where do the Jews stand? And Mohammedism,

and Hinduism, and Buddhism, and Confucius and the followers of literally hundreds of other groups who believe in and worship a superior or supreme being. And how would you classify the Salvation Army?

And when was religion first formally recognized or practiced in St. Petersburg? When the followers of De Narvaez knelt in the sands of the beach in the Jungle in the spring of 1528 and worshipped and took possession of the land in the name of their King, the Catholic church and of God? Or when De Soto and his men did likewise eleven years later? Or when Fray Cancer was martyred a decade later on Pinellas Point, as he knelt worshipping God? Or when a group with similar beliefs in the 19th Century met in homes in St. Petersburg? Or when the first public church building was put in service here?

Of course, the attempt to answer these questions could extend for hundreds of pages, scores of controversies. Therefore, as opinionless and as factual as possible, this report will undertake a brief summary.

Therefore, a beginning is made again. There are about 180 churches used by approximately sixty denominations, including Jews, Hindus, Buddhists, Mohammedans, all Catholic branches, Christian Scientists, and independent groups with perhaps only one church.

One other generality must be recognized. St. Petersburg is widely known nation wide as a "City of Churches." It is also true that reflecting its steady, sturdy, middle class citizenry it has had, still now has a minimum of the flamboyant, the far out.

It is true it had its Rheba Crawford but escaped Aimie Semple McPherson. It has a Gospel Tabernacle but never had a Billy Sunday; instead of a Billy Graham, a J. Wallace Hamilton.

Rheba Crawford was the daughter of Captain Crawford, head of the local Salvation Army organization. Traditionally a small group with a tambourine and a musical instrument or two, sang songs and gave a brief talk as it made a weekly pitch for funds, at Fourth and Central. Rheba became the

speaker. She was a sensation, soon a traffic stopper. Came World War I and Rheba volunteered to sell Liberty Bonds. She was soon on Broadway causing traffic jams. One day she made national headlines by selling a million dollars worth of bonds. She eventually married J. Harold Sommers, of the Tourist News, became a headliner with the gay social crowd. Briefly she did team with the great Aimie, of Los Angeles. They soon quarreled and parted.

J. Wallace Hamilton undoubtedly was the greatest and most prominent religious leader the city has ever had. For many years he had national stature. His great church and huge outdoor area where loud speakers carry the religious activities to thousands sitting in their cars recently was included by a national magazine in an article on the ten outstanding churches in America.

Pasadena Community Church, 212 - 70th Street South, is without question the creation of Hamilton and his personality, his ideas, his ideals. He and they are mirrored and reflected in everything the Church is and does. Hamilton was Pasadena Community Church and the Church is Hamilton. Nominally the Church is Methodist.

The Church was started in 1925, a boom time enthusiasm. By 1929 the church was bankrupt, about to collapse. Rev. Hamilton was assigned to the Church, preached his first sermon in May to 34 persons. Recent Easter Services were attended by more than 10,000 people. Millions hear the Hamilton sermons part of the year during the Protestant Hour on some 450 radio stations.

The original building was enlarged four times, finally became totally inadequate. In 1958 a money drive raised hundreds of thousands in cash and pledges, and an \$850,000 church was built, seating 2,006 people. Wm. Harvard was the architect. The architecture is odd, striking, perhaps reflecting a Spanish influence more than any other. There are a number of auxiliary buildings; enlargements and remodelings are practically continuous. Latest major addition was an Arts and Crafts building in 1964. The entire installation utilizes 18 acres of land.

Pasadena Community Church is not a Sunday-Wednesday church. It's a 7-day affair. A notable feature is a daily kindergarten. The Sunday School has a normal membership of 1,800. Sunday morning services require activity on the part of all of the top echelon staff, normally about ten persons. There are 135 in the choir, 80 ushers and 60 directing auto traffic for the parking area.

Mr. Hamilton was born in Pembroke, Ontario, Canada, decided at 18 to enter the ministry. His first church was at Baileyton, East Tennessee, in 1925. Two years later he organized the Trinity Methodist Church in St. Petersburg and moved on to the Pasadena Community Methodist Church in 1929. In 1930 he married Miss Florence Newlan, who has been an inspired and beloved wife and partner of her husband and carries on many of his activities. Hamilton died suddenly October 7, 1968.

Mr. Hamilton wrote five books: Ride the Wild Horses; Horns and Halos in Human Nature; Who Goes There; The Thunder of Bare Feet and Serendipity.

One of the richest friendships in this writer's life has been that with Dr. Hamilton. They became friends soon after the preacher came to St. Petersburg and the friendship continued until his death. Perhaps the most rewarding contact was membership in a private discussion group which met regularly for impromptu discussions and debates on whatever subject the leader for a particular meeting selected.

Across Pasadena Avenue from the Pasadena Community Church and in plain sight at 400 Pasadena Avenue South is Jewish Temple Beth-El. It also is a large and striking building architecturally. The cornerstone ceremonies at the start of construction were held March 4, 1962 and the Temple was dedicated February 22-23-24, 1963. The leader largely responsible for this is Rabbi David J. Susskind, who is a fitting neighbor for Hamilton and his Church, for Susskind is the same type of inspired dedicated man. Susskind was born in New York City July 7, 1923. He underwent thirteen years of religious education in four universities from 1936 to 1949. Before finishing his religious education he married (in 1947) Miss Bernice Meppen. They have a daughter and two sons.

Before coming to Temple Beth-El in 1956, Rabbi Susskind held pulpits in Wharton, Texas, Cleveland and Orlando.

Susskind's extra-curricular activities in his various colleges were myriad and varied and included management of a college newspaper, captaincy of a basketball team, student council and debating and lecturing. He majored in Philosophy and Political Science. Civil activities in St. Petersburg have been as varied and voluminous as in College.

Lorna Carroll, feature writer for many years on The Times, in an article on Susskind, performed skillful word artistry in writing —

"The Clergyman is the physician of the soul. It is his challenge, whether he be Jew, Protestant or Catholic, to lift the spirit, to mend the heart, to heal the mind. It is so simple in many cases — an attentive ear, a kindly hand reaching from the heart, a gentle word spoken at the right moment. From this wealth of sympathy and understanding, rising like a bright star, comes spiritual, emotional and mental healing."

Very fittingly and doing much to explain the friendly and peaceful relations between the various faiths in St. Petersburg is the fact that at a testimonial dinner for Rabbi Susskind on November 12, 1966 in acknowledgement of his ten years with Beth-El the quartet of official greetings from distinguished leaders were spoken by a Jew, a Catholic, a Protestant (Rev. Hamilton) and City Councilman Dr. E. L. Cole, Jr.

This writer is happy to remember that through Marion Ross and others of his Jewish friends, he was privileged to take part in recent festivities at Beth-El and starting then and continuing to now has been for-

fortunate to be exposed to contact on a more than casual basis with the Rabbi.

Of course there is a wide range in size and programs among the some 150 religious edifices. Some neighborhood and neighborly buildings can seat less than a hundred in contrast to the some 2,000 capacities of the two great institutions just discussed. Perhaps the 150 could seat at one time 45,000 which is less than a fourth of the some 200,000 people in the city. Although some of the more successful and energetic churches, with particular appeal to winter visitors, have double sessions during the winter months, it would be a guess that rare indeed is the Sunday when a fifth of St. Petersburgers formally and publicly worship their various Gods. This, of course, excepts Easter, which naturally brings to mind that hoary standard dismissal of Easter services when the preacher wishes his audience a Merry Christmas and hopes to "see you again next year."

But to get along with account of the beginnings and the progress of religious institutions in the city. First the Protestant Churches, because they were the first to get started.

In 1885 Reverend David Gilkinson Watt, recently returning to the United States after forty years as a Congregational missionary, came to St. Petersburg seeking a good climate for his health's sake. Shortly after he settled on Lakeview Avenue, the residents of the area asked him to hold services which he did. The first services were held at the little schoolhouse near the end of Maximo Point, known as the Miranda Schoolhouse.

About a year later a young Rector of the Church of England, Mr. Hoyt-White, came to St. Petersburg and soon afterwards began holding services. Rev. Watt and Mr. Hoyt-White and their congregation amiably shared the schoolhouse by holding services at different times.

By 1887, however, friends in England became interested and sent money to America for building an Episcopal Church. On April 20, 1887, a group of people met at the home of Robert Stanton to discuss the formation of a Church. This group got an additional boost when on April 28, 1887, Dr. John B. Abercrombie agreed to donate land as a church site. Thus having acquired the land, this hearty group of Episcopalians set about building the church building which was completed before year's end, at a cost of \$673.00. The money for the church was raised partially in the U.S. (\$246), partially in England (\$83), and \$44 was gained from a bazaar which was put on for the occasion. This church, St. Bartholomew's, located at 2120 - 19th Street South, is the oldest church in Pinellas County. Moreover, the church is surrounded by the oldest graveyard in the city, and among those buried there are Dr. John B. Abercrombie, Josephine M. B. Miranda, A. C. Pheil and E. H. Tomlinson.

In an astounding and enterprising move the church members in 1970 had this oldest church building carefully taken apart in equally carefully marked sections and moved to the northwest corner of 38th

Avenue South and U.S. 19 and as carefully and lovingly re-assembled. It was skillfully repainted so as not to destroy its weathered and comfortable look.

It however lost its "maybe" status as the oldest building in the city when the 125 year old Lowe house was moved from Anona to 37th Street North in 1940 and then moved again in 1970 to the Haas museum site at 35th Street and Second Avenue South.

The following year, 1888, the Congregational Church was organized formally, although its members had been holding services for three years. In addition to the Miranda Schoolhouse, Rev. Watts recognizing what changes the new railroad would make shifted from the Miranda school to a passenger car at the R.R. Station. Finally on October 7, 1888 the congregation organized itself to be the "United Church of Christ." There were twenty-four charter members:

Harrison, Gilbert	Norwood, Arthur
Harrison, Henry	Richardson, E. M.
Harrison, Mary Christable	Richardson, Hugh H.
Harrison, Sarah Anne	Swire, Sarah Anne
Johnson, Mary H.	Watt, D. G. (Founder)
Kennedy, George W.	Watt, Florence M.
McPherson, Anna E.	Watt, I. M. G.
McPherson, E. B.	Watt, Nynee M.
McPherson, Edward C.	Watt, Mrs.
McPherson, W. J.	Weldon, A.
Meeker, Emma	Weldon, Mrs. A.
Norwood, Alice I.	Weldon, Jessie A.

The most fabulous part about this is the fact that one of the members, Mrs. E. C. McPherson lived to help the church celebrate its 75th anniversary. Mrs. McPherson presently lives with her daughter at 2627 Burlington Avenue North.

On October 8, 1888, the church acquired two lots at Fourth Street North and Third Avenue, and on October 15, 1888 work was begun on the church building. Work proceeded with such vigor that the first services were held in the building October 28, 1888. The church got a wonderful boost in March, 1889, in the form of \$1,000 gift from Mrs. Herman O. Armour of Chicago, who also donated a lot to the church. A new Congregational church building was built in 1889 and dedicated January 12, 1890.

Meanwhile the Methodists of St. Petersburg had become active in their efforts for a Church. In January of 1889 the Tampa District Methodist Conference authorized a new church in the Hillsborough Town of St. Petersburg. There were seven charter members to the First Methodist Church of St. Petersburg: Mrs. Florida Curry, Mr. and Mrs. W. F. Divine, Mr. and Mrs. Meadows, Mrs. Nettie Car, and a Mr. Ball. Although plagued at first by hard times, the Methodists finally acquired a building by 1892. It was a frame building located near Central Avenue and Seventh Street and cost \$1,100. First pastor was Rev. Ira S. Patterson. In 1902 the Church relocated at the northwest corner of Second Avenue and Third Street North, the present location.

With the rapid growth of St. Petersburg another

Methodist church was needed. On February 17, 1891, The First Avenue Methodist Church was organized. This church was also known as the Northern Methodist Church. Since they were under different national church organizations, some confusion resulted which was finally done away with when the First Avenue Methodist church changed its name to the Christ Methodist Church.

In 1892 the First Baptist Church was started. In 1893 the first church land was purchased on or near the site of Huntington Hotel.

The sixth church formally organized in St. Petersburg was St. Peter's Episcopal Church. The mission was started by some of St. Bartholomew's members and was first located at 11th Street and Baum Avenue on land donated by Jacob Baum. The mission was formally organized in 1894 having 36 communicants with Rev. G. W. Southwell in charge, and it was at this time that the name was changed from St. Bartholomew's to St. Peter's. The present site of the Church, Fourth Street and Second Avenue North, was donated by Peter Tomlinson in 1896 and in 1899 Tomlinson's son, Edward, donated adjoining property and \$5,000 to build a building in memory of his mother. Edward Tomlinson also provided the church with a rectory at a cost of \$2,000.00.

On January 13, 1895 the First Presbyterian Church of St. Petersburg, was organized. This church had its beginnings in October, 1894 with the visit of Rev. J. M. Evans, an evangelist. As a result of his visit sixteen Presbyterian men and women signed a petition for a Presbyterian church which was accepted at the beginning of the next year (January 13, 1895). The first pastor was the Reverend I. M. Auld of Orlando, Florida. For some time they lacked a church building so they acquired use of the First Avenue Methodist Church building. This system continued until July 1, 1896 when the Presbyterians united their services with those of the Congregational Church which was at that time without a pastor. This plan continued until 1900 when the Presbyterians again went back to holding their services at the First Avenue Methodist Church. Eventually the members became more numerous and built their own building at 332 Third Street North, where it is still located.

The Catholic Church achieved a visible organized presence in St. Petersburg almost 20 years after the establishment of the pioneer Protestant congregations and buildings. It did not establish a firm foothold until 1922. Since then it has mushroomed and is today the largest and best organized single religious group in the city; also the wealthiest.

On Monday, June 17, 1968 St. Jude's Church at Fifth Avenue North and 58th Street became the cathedral for a new 11-County Diocese, in ceremonies which also saw the establishment of its new Bishop, Charles B. McLaughlin. Until that day local Catholic churches in St. Petersburg had been missions or parishes administered from St. Augustine. The mid-June day also marked a new division of the State of Florida into five Dioceses.

The beginnings were uneasy, feeble and sporadic. It must be remembered, despite the fact that first prominent settlers — Bethel and Miranda — were Catholics, this was strong Protestant territory — Methodist-Baptists — In fact, the community was hostile to Catholicism in the early days. By most it was considered a sinister, perhaps wicked, secret and dangerous outfit. In addition to the ingrained permanent Protestant hostility there was a virulent spell of anti-Catholic hate in 1916, and this writer ended up slap in the middle of that. But of that, later.

All of the early explorers were naturally Catholic; being from Spain. And a Protestant was rare in Florida until 1763, when practically every Catholic hastily departed for Cuba. Two families remained in St. Augustine, perhaps five in Pensacola, and the fisher folk squatters on Sarasota Bay. The early flood of settlers, mostly from Georgia and the Carolinas, were Methodists and Baptists.

First organized entry of Catholics into this particular community were three priests from Cuba, named Santiago Guezurago, Lino Garcia and Benigno Yuarti. (There appear several spelling versions of the first and third names in the various documents seen by this writer.)

These men on January 19, 1892 acquired title from Mr. and Mrs. Sterling of a large tract south of Lakeview Avenue, on the shores of Tampa Bay. They enlarged their holdings by another deed from Eva Kenyon February 26, 1892. The tract totaled 62 acres, and the Driftwood area is at present in the center of it.

These three men deeded the land to an association known as St. Louis Catholic B'n E on July 9, 1906. Lester Bryan, recently deceased, but long time executive officer of the West Coast Title Company, told this writer this group built a small wooden mission on the site and for several years it was the residence of a small group of priests and students for the priesthood, who kept very much to themselves and devoted their lives to religious study. Little else than that is known about them.

By the year 1906 there were some 12-14 Catholic families in the community, and a small frame church was built at 6th Street South and Fifth Avenue. Two years later a better one was erected on Fourth Street South and Third Avenue. In 1912 a permanent cement and brick building was started and finished in 1916.

It was at this time the Trouble started. Sidney J. Catts, a carpetbagger from Alabama, came to Florida and started a bitter anti-Catholic campaign which he parleyed into getting himself elected Governor of Florida. He organized numerous secret societies around the state called "The Guardians of Liberty." One such came into being in St. Petersburg. By an odd combination of circumstances, this writer, then 22 years old and utterly without experience, was the visible head of authority for some 800 people employed by the various Fuller enterprises. He was notified that he had too many Catholics working for the company, and to forthwith fire them. He sent back word where the Guardians could go — and it wasn't

purgatory. The second message was for him to appear in person before a Guardian meeting, list the Catholics in his hire and tell the membership his program. He replied by messenger he didn't know the religious affiliation of his employees, he didn't care and it was none of their so-and-so business. But he was careful where he went at night for a while. Catts got elected and the Guardians disbanded.

The present great Catholic organization started locally in 1922, and this writer was in the midst of that too, but it was some time before he knew it. A Philadelphia attorney, J. Uhle Bethel, who was born a Presbyterian, but had been converted to Catholicism, sent for this writer. He was very mysterious, warned his visitor to ask no questions, talk to nobody, but to quietly get options for a cash price on five tracts, not less than five, not more than ten acres, in five quadrants of the city. He did so. He was told to get abstracts; then in a two day period to bring in all the owners to Bethel's office — in what is now the First Federal Building — for closings. All went as planned. Then he learned the buyer was the Catholic Bishop at St. Augustine.

These five tracts — with modern additions to the St. Jude's complex, and St. Paul's — are the centers of the numerous Catholic churches and schools and parish houses in the city. The big grouping at 54th Avenue South is the seventh, and a 1951 addition to the original group. Still another newcomer — on the city's edge — is a 15 acre tract on 54th Avenue North at 74th Street. This writer sold the church that land.

Need one diagram the fact as well demonstrated by local developments over the past three quarters of a century in this city — that the Catholic Church is one of the great business organizations of the world? In fact, if one pauses to remember his church and secular history he realizes that the Catholic Church — being worldwide — holds two tops; one, the biggest business organization in the world; second, the oldest, being almost 2,000 years old, and probably one of the best run.

Highlights of recent local history of this great church follow, from its spring board of 1922. At that time Rev. James J. O'Riorden was the pastor of the one local church, having been invested December 29, 1920.

St. Paul's, at 20th Avenue North centering on 14th Street, was the start. It was then a mission governed from St. Augustine. The first school and auditorium was inaugurated December 24, 1925. Its growth raised it to a parish in October, 1929.

St. Joseph's was started at Lakeview and 21st Street South shortly after St. Paul's; a mission in 1925, a parish in October, 1930.

The great church at the Southwest corner of Fifth Avenue South and Fourth Street was started in 1928, and simultaneously the old one at Fourth Street South and Third Avenue demolished.

Like most other enterprises the Catholic church struggled locally with the great depression for some twenty years. Father O'Riordan departed for other

fields in 1941 and he was replaced by Father Patrick J. Donohue. The great church was not finished until 1953. Finally on February 23, 1955 the Archbishop consecrated the building, this church like the Christian Scientists not consecrating a building until it is paid for. By this time Archbishop Hurley had succeeded Bishop Barry at St. Augustine.

However, a private hospital started during the 1925 boom at 600 - 11th Street North faded in the depression and the church courageously took it over November 1, 1931. This has grown into the present huge and modern St. Anthony's Hospital. Its history is one of almost continuous enlargements.

In 1948 first mass for Negroes was held December 19 in the Gill residence (and dairy) on 16th Street South near Ninth Avenue. This grew and grew into the present complex.

A parish at St. Petersburg Beach was started the same year and since then over a million dollars in buildings have been added.

In August, 1952 a start was made at 78th Avenue North and Fourth Street, and this like all the others in the city has grown steadily as the community developed. First mass February 5, 1956.

The parish was organized in December, 1950 and had its first mass in a garage on February 11, 1951. The first building was opened at 5801 Fifth Avenue North in October. This building is now the cafeteria for St. Jude's School, which was opened in 1954 with eight classrooms. Today there are 26 classrooms, 26 teachers and 800 students.

St. Jude's was built at a cost of \$600,000 and dedicated June 2, 1963. It seats 1,688, the third largest church in St. Petersburg, and now it is a Cathedral. The new Diocese has 103,394 Catholics of a total population of 1,066,960. There now are two schools; Bishop Barry School and Notre Dame Academy. St. Jude's, almost the last to start, has become the largest.

The Lealman unit was started June 1, 1959.

The institution at 16th Street between 54th Avenue South and 62nd Avenue became a parish December 20, 1959 from a start with 65 acres in 1951.

Thus from a start three quarters of a century ago by three venturesome priests from Cuba with a few hundred dollars have grown seven great parishes and a hospital with a cumulative investment of perhaps 50 millions of money and the love and devotion and freely given time of tens of thousands of devoted members of the great Christian Mother church.

In 1966 when this writer with three or four other flattered guests were escorted by Father Michael V. Gannon for a good half day around the great restoration at St. Augustine of the original Catholic bastion established at Pedro Menendez in 1565, the thought returned again and again as the mind contrasted Menendez with Gannon and the Catts persecution of 1916 with the flourishing Florida Catholicism of sixty years later, there is no limit to the capacity of man when there is a plan and faith and endurance and character. Father Gannon has demonstrated that at St. Augustine.

While the present first Christian Science church was not opened until June, 1926, the first group of people in St. Petersburg of that faith met in April, 1899, and was formally recognized by the Mother Church as a Christian Science Society in 1901. In 1904 the by then nearly deserted Grand Army hall at Sixth Street North and Second Avenue, was rented and in 1909 a building was purchased at 406 Third Street South. On July 4, 1913 the group applied for legal recognition as the First Church of Christ Scientist of St. Petersburg, Florida, and the charter was received in November of that year.

Outgrowing this building, the La Plaza Theatre was rented for a while and then in 1916 a building bought which occupied part of the present site of Maas Brothers store. Continued rapid growth resulted until the present half-million dollar building was erected at Fifth Avenue North and Third Street, with cornerstone ceremonies Thanksgiving day, 1925 and first services in June, 1926.

Second Church of Christ Scientist, St. Petersburg, was undertaken in 1951; property was purchased at 6099 Central Avenue in March, 1952 and a building soon erected. It was dedicated on May 17, 1964. (Church of Christ Scientist churches are not dedicated until they are debt free.) A group aiming at the Third Church of Christ Scientist was organized on the North side in July, 1960; officially recognized on July 26, 1962; have recently bought ground for a site and hope soon to build.

Negro churches in St. Petersburg have been adequate in quantity and generally of a high quality. This is due to the fact that the St. Petersburg Negro population has been of distinctly higher educational level and more traveled and sophisticated on average than their race throughout Florida and the South. While their income level has been steeply below the average for St. Petersburg whites, it has been above the Southern level for Negroes.

Local Negro preachers have been distinctly different strip than that described in the following incident. Some half century ago the writer's brother had a farm out in the boondocks — Boca Ciega High is now on a part of the old farm site. Evil days had descended on the Fullers and the farm, which was sort of luxury deal that ran a chronic deficit, had to cut back sharply. The brother was told that Zeke, a Negro hand, had to go. Writer and brother went on a sort of farewell, good will, hunt with Zeke. After a very satisfactory day — the dogs were good — the trio was relaxing around a good campfire before heading for the barn. This writer inquired of Zeke what he planned to do.

"Well, you know, Mr. Walter; I'm from North Carolina and I guess I will head back there."

"What did you do there?"

"O, first one thing then another. I preached some. After I get back and look around, if things are bad, I may go back to preaching. I ain't too proud to make a living that-a-way if I have to."

In a more serious vein, it must be remembered that church and church life has loomed larger for Negroes than whites. Limited in their recreational, cultural and social lives, their churches have perforce been not only sanctuaries for solace and religious comfort, but clubs and social centers.

In recent years many well educated and dedicated men have served in local Negro churches. Just as the Baptist and Methodist denominations have been the religious homes of the largest segment of Southern whites, so it has been with the blacks. And the emotional and evangelical nature of those two denominations has best fitted the Negro temperament.

For the last fifteen or twenty years the relation between white and Negro preachers locally has been cordial, friendly and cooperative. This state of affairs steadily improves.

This writer recalls vividly some years back when white-Negro relations were still prickly and touchy, a group of Negro churches scheduled a public meeting at which Mrs. Eleanor Roosevelt would be the principal speaker. The announcement that the meeting would be integrated, open for both races, caused considerable angry muttering. This writer decided to go.

The area swarmed with police. Tension was very visible. Perhaps fifteen percent of the people were white. Just as the meeting was about to start — a Negro preacher had started to introduce Mrs. Roosevelt — police walked on the stage and announced it was reported a bomb was planted in the building. They politely asked Mrs. Roosevelt to leave first. She quietly declined.

"I am a tired old woman who has lived her life and I am not important," she said; and directed a quick but orderly file-out of the people.

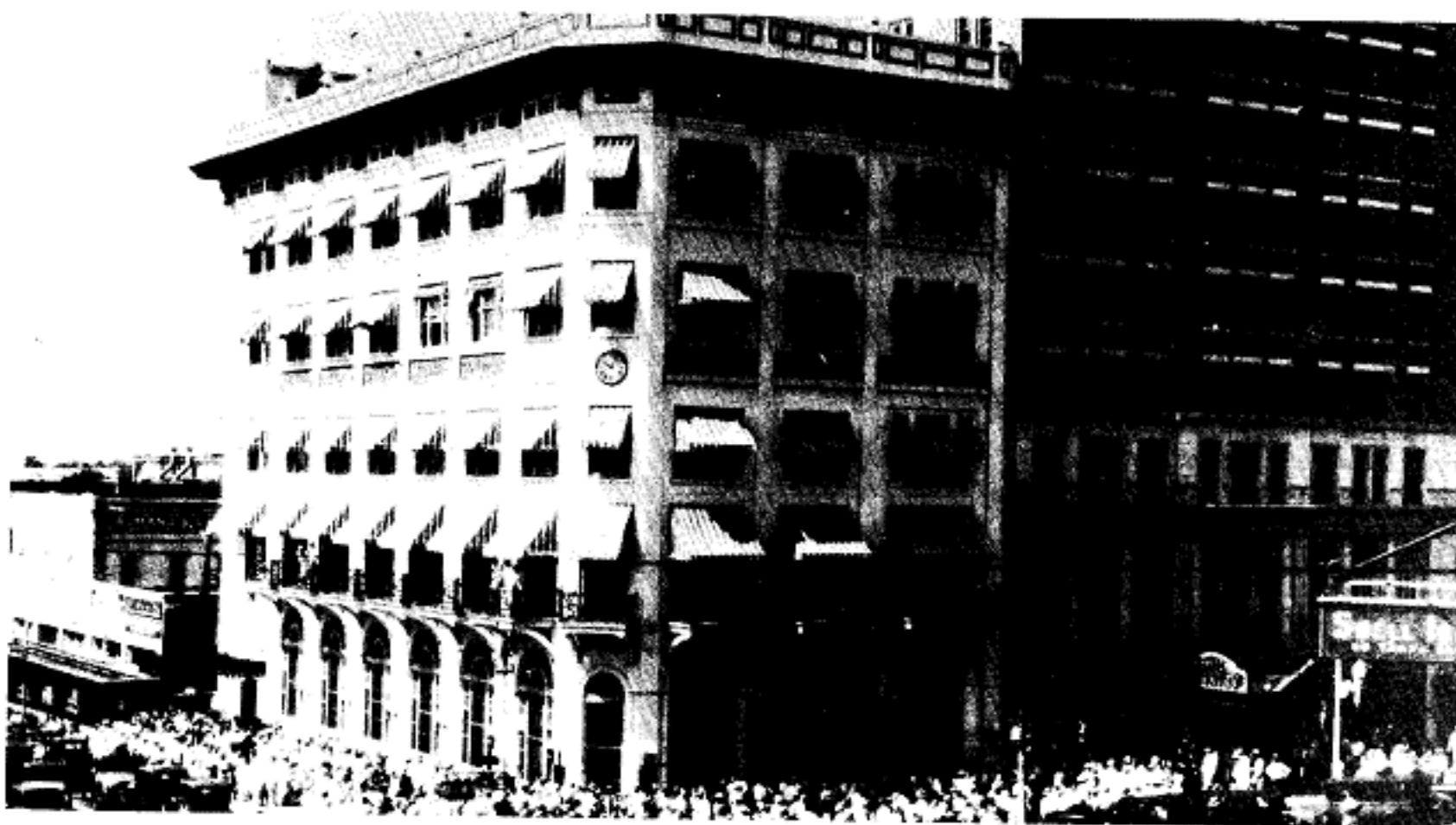
After a search proved the scare a fraud, almost everybody marched back. When Mrs. Roosevelt started talking, she was indeed a tired, uninspired old woman, shapeless, baggy and spiritless. But suddenly, as if a switch had been turned, she lighted up and made an inspired address. It was a remarkable happening.

At its end a coal black Negro gave a benediction. Suddenly the entire audience including this writer, were gripped by a quiet intensity, a detachment, a tone to his voice, his attitude.

With awe this writer said to himself:

"That man is talking to God."

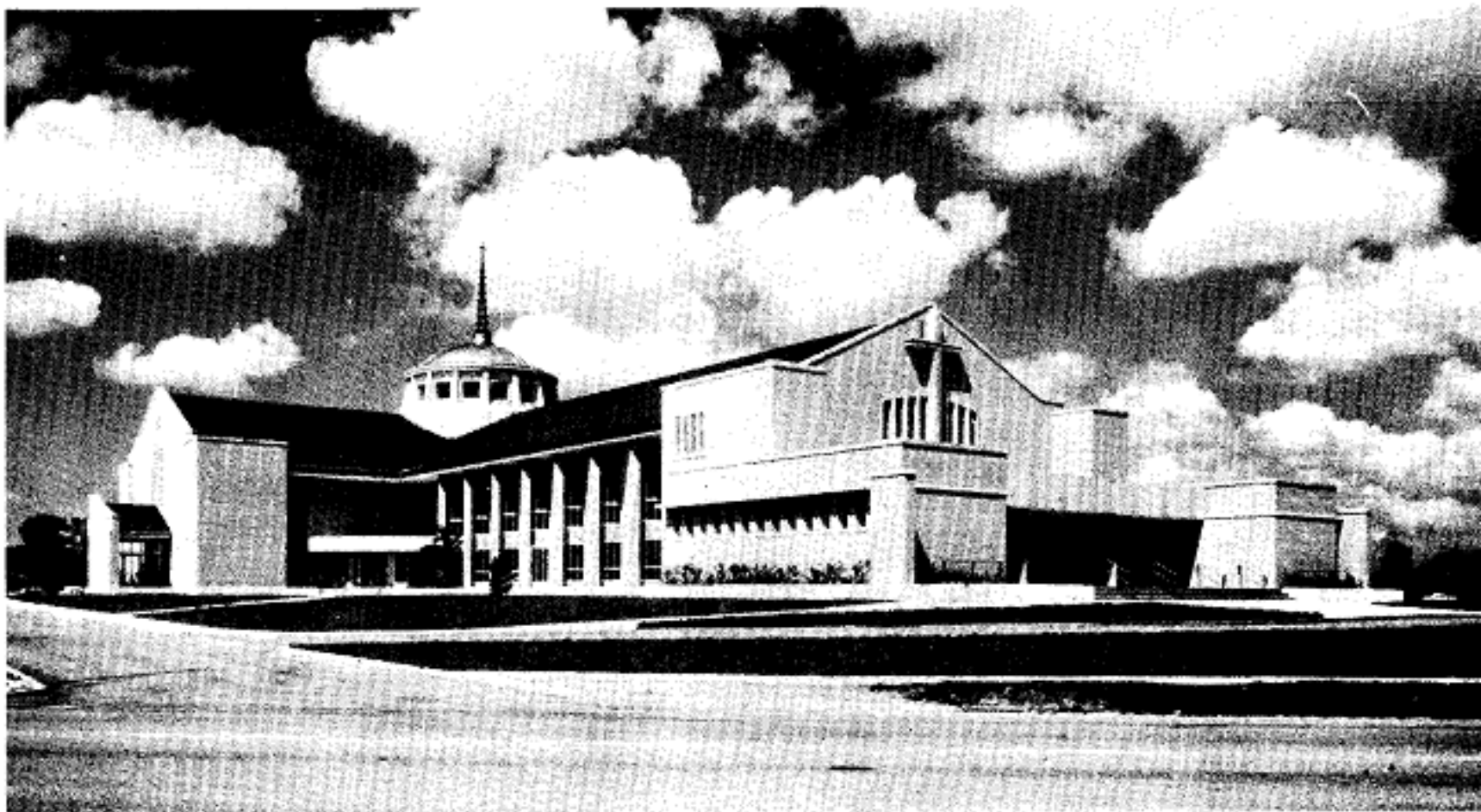
Local church history documents man's growing tolerance to his fellow man in matters of religion.



Panic run on Central National Bank at Fourth and Central in 1931. Never before printed. Courtesy of Mr. Woodrow Register.



Jewish



Catholic



The original Presbyterian Church built in 1901.



The writer, Walter P. (Pliny) Fuller was born in Bradenton (Then spelled Braidentown) Florida. His father was from a long line of Southern plantation owners, his mother from pioneer dirt farmers from Massachusetts via Illinois to Florida.

Fuller has spent his entire life in Florida, subject to a four year stint at the University of North Carolina, business forays to Hendersonville, N.C., Philadelphia, New York and Chicago. His life however has centered in St. Petersburg where he has been active in a well nigh incredible variety of businesses, with emphasis on writing and land development.

He edited three publications at college; was reporter, feature writer and columnist on weekly and daily Florida papers including a total of four years on the St. Petersburg Daily Times. He has published two books on Florida history. He has delivered series of lectures on Florida history at St. Petersburg Junior College and Florida Presbyterian College. He edited several Florida hunting and fishing magazines, owned and edited for 12 years a technical weekly news letter dealing with local governmental taxation and finance.

He owned and developed a greater area of St. Petersburg than any other person in the Twentieth Century. Other activities; operator of local street car line, bay steamship line, hotels, a night club, laborer, commercial and sports fisherman, farmer, appraiser, real estate broker.

In public life he served two terms in the House of the Florida legislature, acted as its chief clerk for one term, quarter century as member of the St. Petersburg Planning and Zoning Board, six years as vice chairman of Pinellas Historical Commission, 40 years as Democratic state committeeman, delegate to a Presidential Convention.